

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL

CXIX

NEW YORK, MAY 16, 1931

No. 20



"RED PEPPER" *Returns!*

... and a huge audience
is waiting for him!

The fiery and lovable doctor rushes into this book—slams the door—and starts the business of entertaining and thrilling some 510,491 buyers of *Red Pepper Burns* and *Red and Black*. His return makes the most popular book of all by an author who has *never* been *out of print*—most profitable summer fiction title in prospect.

Grace S. Richmond's new novel
RED PEPPER RETURNS

Coming June 26

\$2

DOUBLEDAY, DORAN



A Landmark!

General John J. PERSHING'S

MY EXPERIENCES ^{IN} THE WORLD WAR

Reviewers are unanimous—

from "A great book." — Gen. J. G. Harbord in the *N. Y. Herald Tribune* and "Something every American can read with pride." — Harry Hansen in the *N. Y. World-Telegram*—

to "Fascinating as an extra-inning ball game!" — Harry Emerson Wildes in the *Philadelphia Ledger*.

On best-seller lists and we'll *keep* it selling, backing heavily this book that every American will want to own—a staple stock item for today, tomorrow and years to come. *Keep it displayed* in your window—tying up with the nationwide June advertising just about to appear! *Remember*—another vigorous advertising will be put on in the Fall!

Don't forget—the book contains thousands of words necessarily omitted in the newspaper serial version owing to space limitations. (32 pages of illustrations and maps. 2 volumes, \$10 per set.)

Just Announced!

Susan Glaspell

wins the PULITZER PRIZE for her play, "Alison's House" (Samuel French, Inc.) and we're tying it up everywhere in our advertising with the *universal best-seller*—

AMBROSE HOLT & FAMILY

(\$2.50)

How is your stock?

Our slogan: "Buy your books of your bookseller."

443 4th Ave.

FREDERICK A. STOKES COMPANY

New York

Mexico -- land of heat and sun, revolution and oil!



MEXICAN MAZE

By Carleton Beals

Author of "Con Sandino en Nicaragua," "Brimstone and Chile," etc.

Leaves from a notebook of fifteen years of war and revolution and peace in Mexico. Miracles Pagan and Christian, pilgrimages and fiestas, generals and muleteers, and the tangled economic, political and religious history of Indian, mestizo, and Spaniard crowd into this stirring account. Layer upon layer of centuries of culture are unwrapped in this travel book into time as well as through strange valleys and along tropical coasts. Here is authentic information about Mexico by a man who has lived and worked there and known the people intimately. 75 illustrations by Diego Rivera. June choice of the Book League of America.

\$3.00

*Come in and see us when you are in Philadelphia
for the Convention*

J. B. LIPPINCOTT COMPANY—Washington Square, Philadelphia

Copp, Clark Co., Ltd., Toronto, Canada



Greetings
to the
American Booksellers
Association

from

THE PENN PUBLISHING
COMPANY : PHILADELPHIA

Publishers of Clean Books

from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York



THOMAS CRAVEN
author of MEN OF ART

Page MR. RIPLEY: Total ESSANDESS sales for March, 1931, were 27.1 per cent ahead of March, 1930, a month in which such best-sellers as *The Art of Thinking*, *Believe It or Not*, *Twelve Against the Gods* and *Wolf Solent* were still Going Strong . . .

April, 1931, was 60.2 per cent ahead of April, 1930, chiefly because *Men of Art* jumped to the forefront of the best-seller list in a spectacular manner, hard pressed by *Hard Lines*.

These statistics are supplied not by our sanguine sales staff, but by our Scotch auditors.

Men of Art was originally scheduled as a \$6.00 book. In the opinion of Your Correspondent, it was worth \$6.00, and still is . . . Its selection by the Book-of-the-Month Club and the economies effected by a first printing of 60,000 copies, necessitated a \$3.00 price for the first edition.

But unless Your Correspondent could authorize reprintings in 60,000 lots—even *Men of Art* couldn't be expected to sell that fast—the \$3.00 price couldn't be maintained permanently.

A Great and Solemn Referendum was therefore telegraphed to the trade. Many booksellers advocated \$5.00, even more favored \$4.00, and a small minority clamored for \$3.00. To keep everybody happy, the price was finally fixed at \$3.75. The most painless form of price-tilting known to merchandise-managers, may their tribe increase!

And here are the uncensored results, taken right from the weekly sales chart. Despite the increase from \$3.00 to \$3.75, *Men of Art* sold 477 copies last week, as against 485 the week before.



To make Assurance Double Sure, Your Correspondent confidentially asked a few key booksellers to experiment with a quiet price reduction back to \$3.00 on *Men of Art*. The test was made by five New York booksellers, for a week. Four out of five vigorously reported that no measurable increase in sales was effected by the lower figure. Therefore, *Men of Art* remains \$3.75. From GIOTTO to CEZANNE more than thirty-seven famous painters are discussed by THOMAS CRAVEN in this book, or at the rate of 10 cents per Man of Art. The forty full-page illustrations are just a dividend. ("O Wretched Mortals, Open Your Eyes!")



PADLOCKED POETRY
by OGDEN NASH



Hard Lines is staging a sharp rally on the sales chart, with new readers going NASH-IST at the rate of 1875 a month [these figures also supplied by our statistician from Aberdeen] . . . More advertising on *Hard Lines* has just been scheduled for the *N. Y. Times*, *Herald-Tribune*, *World-Telegram*, *Evening Post*—and *Howe!* . . . The new campaign is built around the Eugenic predicament of the turtle [page 88 of the book].



FRANZ WERFEL
author of THE PURE IN HEART



The Pure in Heart by FRANZ WERFEL seems to be Coming Through. First reviews and first reorders are equally gratifying. To the *New York Times Book Review* goes the credit for the perfect tribute and the perfect headline: "FRANZ WERFEL in the boots of DOSTOEVSKY: In his new novel he explores the dilemma of a spiritual man in a non-spiritual universe."

—ESSANDESS.

AGAIN* TWO PULITZER

For the second successive year our books received



FICTION

YEARS OF GRACE

by MARGARET AYER BARNES

New Poster, New Advertising



*Last year we scored with "Laughing Boy" (fiction) a

HOUGHTON MIFFLIN

May 16, 1931

2367

LITER PRIZE WINNERS

ks received two out of four Pulitzer Literary Awards



BIOGRAPHY

CHARLES W. ELIOT

by HENRY JAMES

New Poster, New Advertising



(fiction) and "The War of Independence" (history)

MACMILLAN COMPANY

**BORZOI
FICTION
TO BE PUBLISHED
IN
JUNE**

PLACE YOUR ORDER

NOW



ALFRED · A · KNOPF

730 FIFTH AVE · N · Y ·



FROM THE FOUR COLOR JACKET OF

THE GARDEN

BY L. A. G. STRONG

Author of "The Jealous Ghost"

"An unqualified triumph . . . it is hard to know how to indicate the quality of so rich a book" says *The Spectator*. In this story of the Dublin sea-coast before the War, Mr. Strong has written about people, scenes, a life which he understands and loves. Publication date June 26. \$2.50

**THE JEWEL
BY CLAIRE GOLL**

"Distinguished from the conventionally good French novel by its brave exactness and close contact with reality" is what Ludwig Lewisohn says of this deeply moving story of a Parisian servant girl. Publication date June 5. \$2.00

**SIMPSON: A Life
BY EDWARD SACKVILLE-WEST**

With this movingly beautiful story of a woman who must have children to look after but never wants any of her own, Mr. Sackville-West will touch the hearts of many, many readers. Publication date June 5. 384 pp., \$3.00

**THE MURDER
AT WRIDES PARK
BY J. S. FLETCHER**

Thousands of Fletcher fans await this latest mystery. A new and highly original plot handled with the inimitable Fletcher technique.

Publication date June 26. \$2.00

**RAGGED BANNERS
BY ETHEL MANNIN**

The author of *Children of the Earth*, *Green Willow* and many other successes has written a highly provocative, often heretical novel about a young modern, "half genius, half faun," who was lost from the beginning.

Publication date June 26. \$2.50

**SATURDAY NIGHT
AT THE GREYHOUND
BY JOHN HAMPSON**

A first novel, the entire action of which takes place during a single night at a country pub: it marks the debut of a new, original and commanding talent. Harold Nicolson calls it, "A first novel of outstanding merit." Publication date June 5. \$2.00

**AFTER
LEAVING MR. MACKENZIE
BY JEAN RHYS**

According to Frank Swinnerton "All literary London is talking" about this story of a woman with whom going from man to man had become a habit. Gerald Gould says: "A hard, clean, dry, desperate book . . . a flawless work of art."

Publication date June 26. \$2.00

TO THE TRADE:

May, 1931.

We take great pleasure in making the following report to the American bookseller. Our fiscal year ended April 30th. During the past year we had the largest gross sales in the history of this firm, including a total of 13 national fiction and non-fiction best-sellers; also including the non-fiction bestselling book of the year.

Our campaign to spend more money in advertising, publicity, and sales promotion work for both estimated and actual sales per trade title than any other publisher was successful. *All this effort was made to sell our books through the bookstore.* It is now an acknowledged fact that we advertise our books over a longer period than any other publisher.

It is the belief of many prominent booksellers that our phenomenal increase of sales in this year of depression was due to our policy of working with the bookseller by giving elastic and maximum trade discounts depending upon the bookseller's effort; by being careful how, when, and where we job books; because of the small number of titles and the small quantities of books we actually job; and by attempting to protect booksellers in other ways whenever we have the opportunity, because we use extreme discretion in selling reprint rights (not a single Dutton non-fiction book has yet appeared in a reprint edition); because we are emphatically opposed to cut prices and cut-throat methods of taking library business from the booksellers; because we refuse to sell our books to the public at cut prices through the book clubs; because we are making no attempt to use high pressure methods in selling; because we make every effort to keep from over-selling and over-stocking the book store; and because, through our advertising and publicity, booksellers have come to learn that they are over-stocked with fewer Dutton titles and a smaller quantity of Dutton books than of any other publisher of comparative size.

At the suggestion of the booksellers themselves, we have actually cut the size of our list in order to reduce the flood of titles which have swamped the average bookseller. In closing this report, it is interesting to note that during the Spring of 1931 we published 57 titles as compared with 182 titles published during the same period in the Spring of 1930. With less than one-third as many titles as compared with last year, our gross sales from January 1 to May 1, 1931 were 7½% larger than for the same period of last year. Our Fall list will show the same proportionate cut.

We have just received word that *THE STORY OF SAN MICHELE* has now had the largest continuous advertising campaign of any book in modern publishing. It has now been a bestseller for 12 consecutive months. Just a few examples of how we advertise books: *THE SELBYS*, a book of fiction, was advertised for 9 consecutive months (most publishers advertise fiction 2 to 3 months); *NO MAN'S WOMAN*, a mystery novel, was advertised 5 continuous months and we are still advertising it. The average length of an advertising campaign for mystery fiction is 3 weeks. *ANDROMEDA IN WIMPOLE STREET* was advertised for 11 consecutive months and is still running. The average advertising campaign for non-fiction is 3 to 4 months. *CONTRACT IN TWENTY MINUTES*, a specialized book, was advertised for 11 consecutive months and is still running.

We wish to thank the American Booksellers for the part they have played in this success. We wish to assure you that we will steadfastly adhere to those policies that have proved beneficial to the American Bookseller.

Very truly yours,

E. P. DUTTON & CO., INC.,

JOHN MACRAE, JR., Vice-President.

P. S.—Remember—Libraries, reading circles, schools, and the general public, cannot buy Dutton Juveniles through the book clubs at cut prices. There is now no doubt as to the business and money lost on juveniles by bookstores, publishers and authors through this cut price method of distribution. We cannot help but wonder whether any publisher can ride two horses at once. Our method of distribution is, and will remain, through the American bookstores.

DUTTON HEADLINERS

for JUNE and EARLY JULY.

*Romance—clean and refreshing as
a summer breeze*

HEART'S GARRISON

By DIANA PATRICK

Author of "Gather the Stars"

What comes after love's young dream? Helen Delanoy sought ever to keep the flag flying bravely in the garrison of her heart. Offered freedom, would she accept its dangers—its rewards? "Diana Patrick is one of the few real romancers left."—N. Y. Sun. Our sales record show the largest advance this popular author has ever had.

June 2nd ~ \$2.50

We are excited about this novel . . .

A FAREWELL TO INDIA

By EDWARD THOMPSON

You remember "A Farewell to Arms" and "A Passage to India"? The title of this book combines them both. The outstanding success of the spring publishing season in England—any American publisher would have been delighted to get it. We are proud to announce it for July publication.

July 1st ~ \$2.50

The Dutton Clue Mystery for June

THE MURDER OF A MIDGET

By MARTIN JOSEPH
FREEMAN

Dead in the dolls' carriage—lay the midget! Who killed the pet of the circus? Could so tiny a creature have been feared by anyone? It seemed incredible—and yet there she lay—dead! Here is a mystery story with picturesque characters in an unusual setting. It has the pace and variety of a three-ring circus—and is as refreshingly different as the side-show with it.

June 2nd ~ \$2.00

*"Publish this book," our readers
advised, "for sheer entertainment."*

MONK'S MAGIC

By ALEXANDER DE
COMEAU

"It has *shivers*—reminiscent of 'Dracula,' alchemical horrors that lift the hair from the head. *Rabelaisian laughter*—racy episodes that provoke shrieks of hilarity, rather than blushes. *Romance*—of the gayest, freest sort. *Adventure*—of all kinds, magical, medieval, militant. 'Monk's Magic' is a potent brew. The reader who craves excitement and entertainment will like it."

June 16th — \$2.00

DUTTON HEADLINERS

for JUNE and EARLY JULY

Mr. Milne's first novel

CONVOLVULUS

By A. A. MILNE

A novel by A. A. Milne is news! "Convolvulus" is a story of marriage. More surprising still, it is the story of a happy marriage between two young people—and their attempts to preserve a steadfast front against the encroachments of the world, the flesh, and the devil. Abounding in the inimitable Milne charm and light-hearted humor. One of the important summer books.

July ~ \$2.50

*The true story of a real princess
who may someday become the
queen of England*

THE STORY OF PRINCESS ELIZABETH

By ANNE RING

At heart we are all fascinated by the glamor of royalty, however democratic we may be. Furthermore, little Elizabeth has a charming personality in her own right. For those who have hitherto been content with reading about fairy princesses, this offers a delightful change. Told with the sanction of her parents. Over 80,000 copies sold in England. Illustrated.

July 14th ~ \$2.00

*If Aldus Huxley had written
"Grand Hotel" it would remind
you of—*

LOVE AT SEA

By MELIS STOKE

Love at sea, stirred by the contacts and idleness of a long voyage on a passenger boat, India bound, and raised to the boiling point by the hot days and whispering nights on the Indian Ocean. This first novel by a young Dutchman will be relished by readers with discriminating palates.

July ~ \$2.50

*The publishing event of this season
in the English-speaking world!*

BETTER LEFT UNSAID

Leaves from My Private Diary

By DAISY, Princess of Pless

The great newspapers of England have devoted pages to this new volume by that beloved Irish-English noblewoman who married into the famous Prussian House of Pless. Her first book "Daisy, Princess of Pless" was a sensation and best-seller in this country two years ago. As the London Times says "Her first book was brilliant but this new book is even better. She has beauty and brains in full measure." "No one can read this book without falling in love with the gay tomboy who wrote it."—Harold Nicholson in the London Standard.

July 1st ~ \$5.00

These two books are **SELLING...**

They will be selling just as well this time next month—probably six months from now. You can depend upon them for substantial income in any kind of season. Watch them. Help your customers discover them. Keep them "out front."

THE LIVELY LADY by Kenneth Roberts

A publisher says: "What a book! How I wish I had it on my list!"

—John McCrae, Jr., E. P. Dutton & Co.

A bookseller says: "A 100% perfect knockout! Better than *Arundel*!"

—John Kidd of Stewart Kidd

A critic says: "I have read no better book of its type, anywhere, any time!"—Frederic F. Van De Water (N. Y. Post)

An author says: "James Fenimore Cooper—plus!"—Julian Street

Bear in mind that *Arundel* is selling as well today as it did a year ago. It's a stock item with everybody. *The Lively Lady* is the same sort of sure thing. To sell these two is to sell in a rising market!

\$2.50

JOHN MISTLETOE by Christopher Morley

A publisher says: "Some of the loveliest writing ever done in America—belongs on the shelf with Lamb and De Quincey."—Mitchell Kennerley.

An editor says: "Morley at his passionate best."—Charles Hanson Towne

A trade journal says: "A delightful companion for an hour, a day or a year!"—*American News*

A reviewer says: "Continuous surprise, perpetual amazement!"

—*Philadelphia Record*

His first major book since *Thunder on the Left*. 3rd Printing. Selling 500 copies a day. Total already 20,000, and going faster all the time. Eighty-four different books and authors are mentioned in such a way that many will not be satisfied till they have read and own all these!

\$2.50

DOUBLEDAY • DORAN

Introducing

RAINBOW
BINDINGS

A Sensational Innovation



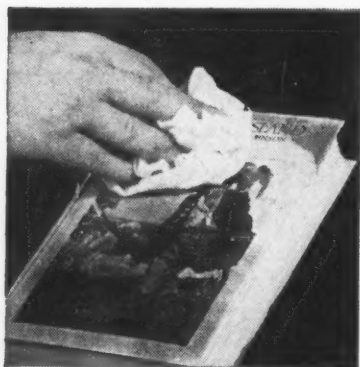
RAINBOW BINDINGS

For the first time in the history of book making a way has been discovered of reproducing on the cloth cover of a book miniature oil paintings which retain the full beauty and color of the original.

It is a truly amazing discovery, developed and distributed solely by Blue Ribbon Books. "Rainbow Bindings", as these covers will be called, are washable and indestructible, and add an indescribable distinction to America's most famous series of juvenile classics.

CLEAN THEM *with a* DAMP CLOTH

"Rainbow Bindings" are always bright and can be easily cleaned in a few moments



These 11 Unusual Features

NOVELTY • Nothing like "Rainbow Bindings" have ever been offered on the book market. This innovation is absolutely new and is now introduced for the first time. They will be first seen on the Louis Rhead Classics.

BEAUTY • The depth and trueness of the coloring of "Rainbow Bindings" cannot be matched by even the best of reproductions on a paper jacket or inlay.

DURABILITY • "Rainbow Bindings" are specially treated and will not tear, break, crack, or fray. They will stand constant handling and knocking about on open tables.

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best-se

novation in Book Making

LOUIS RHEAD CLASSICS

first to appear in beautiful
RAINBOW BINDINGS

W BINDINGS

ALWAYS FRESH • "Rainbow Bindings" are always as bright and fresh as the day they are manufactured and can be wiped clean with a damp cloth in a few moments.

VARIETY OF COLORS • "Rainbow Bindings" will appear in eight colors and will brighten the home as well as the children's book department.

QUALITY • "Rainbow Bindings" are not only an expensive product, but they give an appearance of quality that cannot be equalled by any other line of children's books.

FAMOUS LOUIS RHEAD EDITIONS will be used including popular titles known and loved by children for generations.

POPULAR PRICES • These books will now be in the reach of all at only one dollar and with the "Rainbow Bindings" will represent the greatest juvenile bargain ever offered.

LARGE SIZE • The series will be large Library Size 5½ x 8½ and will be printed in clear, bold type from the plates of the original edition.

ILLUSTRATIONS • Each volume will contain four full color illustrations and over 100 in black and white by Louis Rhead and Frank E. Schoonover.

SALABILITY • These famous books wrapped in cellophane can be sold in quantities to individual customers. Unique and original they will be the most-talked-of and best-selling children's books of the fall.

\$1
each

TURN THE PAGE

The Famous LOUIS RHEAD Illustrated Classics

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Large Library Size 5 $\frac{5}{8}$ x 8 $\frac{5}{8}$

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ENTERTAINMENT | 9 J. TOM BROWN'S
SCHOOL DAYS |
| 2 J. GRIMM'S FAIRY TALES | 10 J. TREASURE ISLAND |
| 3 J. GULLIVER'S TRAVELS | 11 J. KIDNAPPED |
| 4 J. HANS ANDERSEN'S
FAIRY TALES | 12 J. THE FAIRY BOOK |
| 5 J. ROBIN HOOD | 13 J. KING ARTHUR AND
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SHAKESPEARE | 16 J. THE
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FABLES |



CONVENIENT ORDER FORM

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Please send us the quantities noted of each of the LOUIS RHEAD Classics in RAINBOW BINDINGS checked below.

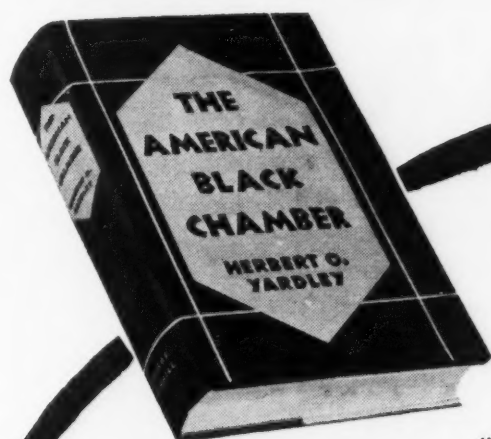
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**WE'VE WORKED TOGETHER ON MANY
A GREAT SELLER**



**BUT
NEVER ON A
GOLD MINE
LIKE THIS!**

"In the written history of the world there is not so much as a glimpse behind the heavy curtains that enshroud the background of secret diplomacy. The background? The Black Chamber. The Cryptographic Bureau, where specialists pore over cipher telegrams of foreign governments, where chemists forge diplomatic seals and photograph letters... I created the bureau and directed its mysterious activities until, at the end of thirteen years, a new Secretary of State ordered the door of the Black Chamber closed and bolted... but now that the Black Chamber has been destroyed there is no valid reason for withholding its secrets. We shall hear the words of England, France, Japan, Germany, Mexico, Spain, Brazil, Nicaragua and many others... We see the safe of a Minister opened, his code book photographed. A lovely girl becomes confidential with a Secretary of an Embassy. He is indiscreet—we learn the nature of his code book... A jumble of letters; they are deciphered. A secret trial and sentence of death. The Black Chamber is closely guarded. We are showered with honors. The Secretary of War pins the Distinguished Service Medal on my lapel and winks at me."

—From the Author's Foreword

TO BE PUBLISHED JUNE 1st

THE AMERICAN BLACK CHAMBER

BY HERBERT O. YARDLEY

\$3.50

BOBBS-MERRILL

INDIANAPOLIS

BOBBS-MERRILL BOOKS

PRISONER HALM

BY KARL WILKE

PRISONER HALM may or may not be a great book. But it is certainly a great emotional experience to read it, as many thousands of men and women in Germany and England have discovered. This powerful and haunting story of Heinrich Halm, bookbinder, mystic and philosopher, captured the summer before the Armistice by a clever French ruse, and who returns clear-minded and unbeaten, is a profoundly moving affirmation of man's power of spiritual triumph. *To be published June 10th* \$2.00



MURDER OFF STAGE

A PETER CARDIGAN MYSTERY

BY MONTE BARRETT

Peter Cardigan, writer of many mystery stories, counts himself in great luck to be lounging in the office of Kilday, sergeant of detectives in New York's homicide bureau, the night when Carter Benton brings in a jewel thief. But he is to have a greater thrill . . . and the readers of *MURDER OFF STAGE* will never forget it though their memories extend through many years of truly thrilling mysteries. *MURDER OFF STAGE* is going to be the stock Summer thriller. *To be published May 29th* \$2.00



BORN IN CAPTIVITY

The Story of a Girl's Escape

BY BARBARA STARKE

Few women—even in their most intimate revelations—have disclosed their lives, thoughts and actions with the frankness and gusto of this girl who tramps across America alone, and discovers life and love as a man might. We've told you once before about *BORN IN CAPTIVITY*—it's a sure thing! *To be published in May* \$3.00

May 16, 1931

2379

All Booksellers Please Note!

UNIVERSITY OF NOTRE DAME
THE UNIVERSITY LIBRARY

NOTRE DAME, INDIANA.

May 5th, 1931.

Mr. D. L. Chambers,
The Bobbs Merrill Company,
Indianapolis, Indiana.

Dear Mr. Chambers:

I am delighted that you will be able to publish Mr. Rockne's Autobiography so soon. It is a happy circumstance that Father Cavanaugh has so graciously lent his aid in editing and introducing the work that Mr. Rockne had nearly completed. Let me assure you again of my devoted interest and my desire to place at your disposal my time and whatever material I possess.

An Autobiography will of course be the ultimate and supreme account of Mr. Rockne's life and achievement. I regret that a number of so called biographies and booklets have already appeared or been announced which I have never seen, much less approved or authorized.

Very truly yours,

Mrs. Knute Rockne.

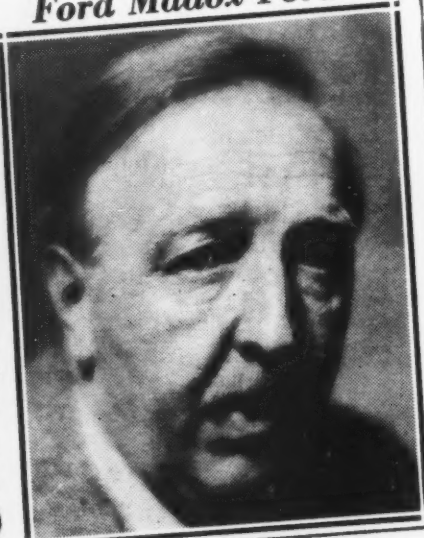
*The publication
date to be an-
nounced later.*

THE AUTOBIOGRAPHY OF KNUTE K. ROCKNE

Will Be Published by The BOBBS-MERRILL CO., INDIANAPOLIS

Ford Madox Ford scores with "When The Wicked Man..."

Ford Madox Ford



To be Published
May 20th

"When The Wicked Man" has qualities of greatness and it is an engrossing story as well. It is strong stuff, frighteningly and significantly real.

A man, caught in the toils of business, is at the mercy of circumstance, of women, wine and his own conscience.

A novel to the taste of the Great Public and the Booksellers' most discriminating readers.

"It will be a best-seller we believe" says the American News of Books, rating it A.A.A.

"The author of 'No More Parades' has forsaken his war themes to tell the dramatic story of the head of a great publishing house whose life becomes involved with his mistresses and the treachery of his wife and dear friend. Our brevity is unjust to 'When The Wicked Man'. Ford is a writer of first rate ability, his story is much more to the popular taste than his recent work, and we believe it is sure of success."

—American News of Books.

\$2.50

HORACE LIVERIGHT INC. N.Y.
GOOD BOOKS

Hello*
Hello*
Hello*



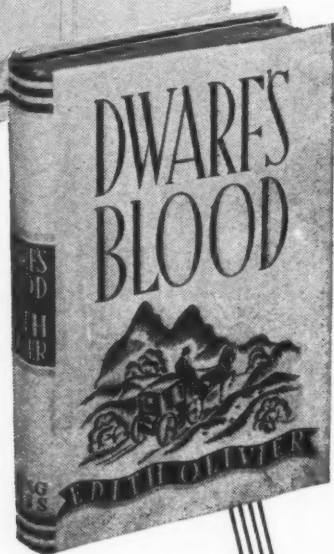
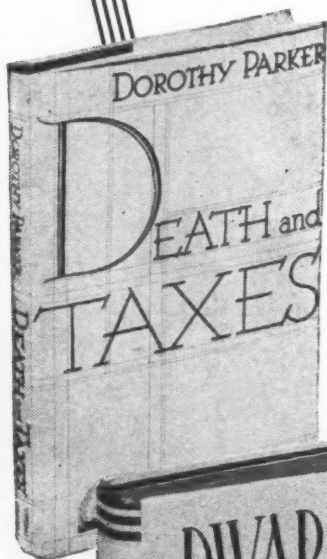
* Brewer
* Warren
* Putnam

BUSINESS IS V

Exactly a year ago we ran an ad under the caption "Business is Terrible." In it we announced a Summer list, titles to be published during the lean months and promoted with heavier expenditures than ever before. The test was so successful* that we continued the policy right through the year, getting extra volume even though it meant greater cost per book. Now we say "business is wonderful"—because we know that business can be made

* [Since this policy went into effect, not a month has passed without one or more (often three) new titles being published.]

To be published June



DEATH AND TAXES

By DOROTHY PARKER

"Nothing is certain but death and taxes" is an old saying. Add to it a third certainty that anything Dorothy Parker writes sells big. And when it is the best volume of poems that she has thus far written, sales loom even bigger. Each of her three books has sold over 30,000 copies.

\$1.75

Also a limited edition of 250 numbered copies, signed by the author. \$5.00

June 29th

DWARF'S BLOOD

By EDITH OLIVIER

The Literary Guild selection for July, this new novel will reach thousands of enthusiastic readers—particularly women. It is the story of a happy young couple faced with tragedy in the birth of a child, beautifully proportioned and almost supernaturally gifted—but a dwarf. Miss Olivier's finest novel has all the appeal of a book like *Memoirs of a Midget*.

\$2.50

18 East 48th Street • THE VIKING

S W O N D E R F U L

even in the worst of seasons. We see every reason for continuing the policy started last Summer. We therefore present to you four strong new titles to be published in June and July. More than potential sellers—typical Viking campaigns—generous advertising—lively publicity—your customers will do the rest. And these four titles are the advance guard of the strongest Fall list we have ever given you.

into effect not a month has gone by with-
three) Viking titles on the best-seller lists.

published June 15th

AMOK

By STEFAN ZWEIG

In this short novel Stefan Zweig has written one of the most exciting stories we have ever published—the amazing and daring tale of a man who ran amuck in the Dutch East Indies and brought tragedy both to himself and the woman he loved. It's a book to be read easily and quickly but forgotten slowly, if ever. Pocket format for summer reading.

Translated by Eden and Cedar Paul. \$1.50

July 17th

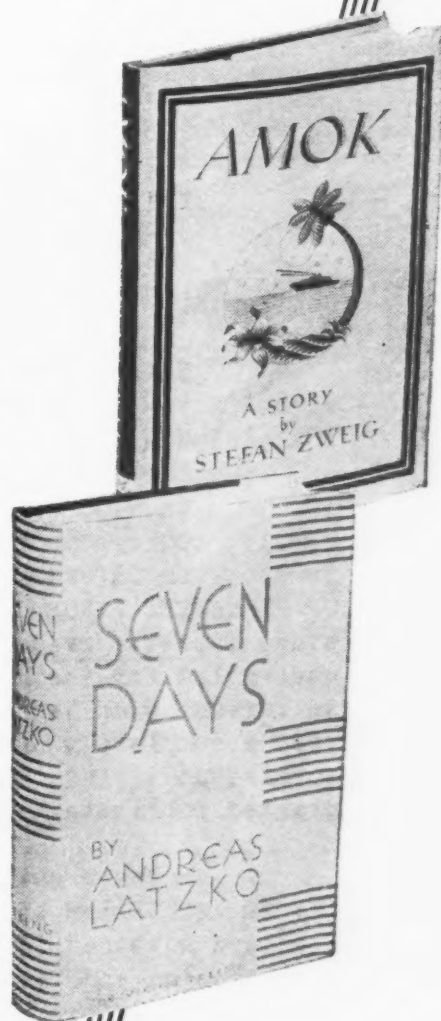
SEVEN DAYS

By ANDREAS LATZKO

The famous author of *Men in War* writes a thrilling tale of mixed identities, of a millionaire Baron caught in a compromising situation and forced to change places with an impoverished and humble workman. It has all the fascination of an adult *Prince and Pauper* with a completely original twist.

Translated by Eric Sutton. \$2.50

VIKING PRESS • New York City



OFFICE OF THE VICE-PRESIDENT



114 FIFTH AVENUE

May 5, 1931.

To the American Booksellers Association,
Philadelphia,
Pennsylvania

Gentlemen:

This letter takes our greetings and good wishes for a happy and successful Convention in Philadelphia.

We also ask you to make a good resolution, namely, to keep up the quality of your merchandise. In stocking Oxford Books you are (1) stocking books OF PERMANENT VALUE, (2) you are drawing to your store a better grade of customer, (3) showing books unrivalled for their physical beauty and unexcelled in textual excellence, (4) you are helping to support a completely unsubsidized institution which has consistently given the world the best since it first started publishing in 1468.

However small your store, you can be an OXFORD BOOKSELLER by stocking examples of "The Oxford Standard Authors"; "The World's Classics"; the Concise, Pocket and Little Oxford Dictionaries and, of course, the Oxford Bible. These are only a few of our standard lines.

Yours very truly,

A handwritten signature in dark ink, appearing to read "G. F. J. Cumberlege". The signature is written in a cursive style with a large, sweeping initial "G".
G. F. J. CUMBERLEGE.

"ENTERTAINS AS *Years of Grace*

Which was the
Happy Sinner?

JOHN—the cynic,
who played lightly
with lives and
hearts.

SALLY—Gay, charm-
ing — and in love
with her husband's
brother!

**HAPPY
SINNER**

By Elizabeth Hamilton Herbert

Just out — \$2

FARRAR & RINEHART, New York

N—the black she
came from Paris, he
on his lips and a cynic
in his heart—

[or]

LY— gay and lighthearted and fresh
the Iowa cornflower — who married the
and-steady brother—only to find her heart
in the cruel possession of the Wanderer!

PY SINI

BETH HAMILTON HE

writes with delightful hum
clear and offer striking c
edged figures on a new

ENTERTAINS—
and we think it is
going to go over*"

—AMERICAN NEWS CO.

"NEWS OF MAY BOOKS"

"HAPPY SINNER has the stuff of
which best-sellers are made—charac-
ters which attract and interest, lively
dialogue. American background and a
good love interest, all handled in-
telligently. The publishers have as-
sured us that it will be pushed."

*Here's the News Company's
record of orders to date:

April 24,	600
April 30,	100
May 6,	400
May 8,	250
May 11,	250
May 13,	250

HARRY HANSEN says in *The World-Telegram*:
"Put aside your blue glasses and pick up 'Happy Sinner,'
and I'll wager you will have a good time. Especially
if, like myself, you are getting tired of having boot-
leggers, morons, killers, halfwits and washouts occupy
your mind every time you pick up a novel. 'Happy Sin-
ner' manages to be a lively, highly diverting tale
without any one of the characters brandishing a gun."

\$2—three printings in 2 weeks!

HAPPY SINNER

By Elizabeth Hamilton Herbert

FARRAR & RINEHART

9 East 41st Street, New York

AVE!

**GENTLEMEN and LADIES
OF THE TRADE. PERMIT US TO INTRO-
DUCE:**

JUNE 1st\$3.75**NELSON****MAN and
ADMIRAL**

By Friedrich Kircheisen, distinguished German historian and editor of NAPOLEON'S AUTOBIOGRAPHY which Konrad Bercovici calls "another volume of Plutarch." ✿ It should be a popular book for Summer sales ✿ Because in battle and in love, he takes Nelson apart—examines his inner workings, his weakness and strength ✿ because he reveals his egotism, his tempers, his tremendous yearning for fame ✿ because, while acknowledging the beauty, wit and power of Lady Hamilton, he is astonishingly frank in revealing her five curious indiscretions ✿ it is undoubtedly the most satisfactory story of Trafalgar's victor that has ever been written.

✿ This volume, published June 1st, is the second to be brought out under the Imprint of the reorganized firm of DUFFIELD & GREEN.

✿ ✿ ✿ ✿ ✿ ✿ ✿

—and you've recently met

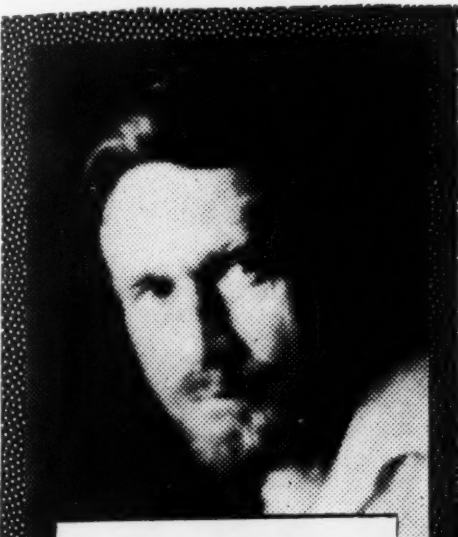
THE SAME PERSON

By Anna Robeson Burr

Author of "The House on Charles Street," "West of the Moon," etc.

It is a Best Seller in Philadelphia and other cities, and Critics say: "The Jacket blurb does not overestimate the story . . . a strange book that leaves you wondering just how many of your friends may not also be leading Jekyll and Hyde existences . . . more and more dramatic as it goes on."—Syracuse Post-Standard. ✿ "The author has a discrimination and an intelligence capable of the most delicate and charming portrayals of character."—N. Y. Times. ✿ "Reminiscent of Galsworthy."—Detroit News. \$2.50

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"A toast to
**TIGER
MAN!**"

Jungle hero of the book
that is making history

Mystery man, lone hunter
of the unknown jungles,
fighting hand-to-hand with
jaguars just for the hell of
it! Tiger-Man is but one of
the four fearless men who
walked along with Death
at their elbows on one of
the weirdest adventures
ever recorded. Public en-
thusiasm has nominated
GREEN HELL—

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the Year"

"**GREEN HELL** is a book
in a thousand," says the
N. Y. Times. "It is head
and shoulders above the
average volume of travel
and exploration in mysteri-
ous parts of the world. It is
very nearly in a class by
itself. Tiger-Man is easily
the best thing in the book."

Really a book to treasure!

By JULIAN DUGUID

**GREEN
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Third Printing
Everywhere \$4.00

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ADS
IN A
SERIES
AIMED
TO
MAKE
A
BEST
SELLER
SELL
BETTER



Watch

**GREEN
HELL**



Readers salute
"URRIO"

Adventurer-Diplomat

Behind his calm mask races
the Latin's fiery blood

Native Bolivian, yet lost
in the unexplored jungles
of his own land! Leader of
men, he kept up the cour-
age of his tiny band when
insects, Indians and thirst
brought the terrors of
"Green Hell" down upon
them. Gallant companion,
he is one of the intrepid
four who found Adventure
with Death stalking at
their elbows!

"Buy, Beg, Borrower Steal
— But Read **GREEN HELL!**"

The *N. Y. Evening Post*
says: "In addition to the
virile descriptive power by
which Mr. Duguid pre-
sents a rich symphony of
the forest to us, and in
addition to his remarkable
ability to draw character
and bring life to every
man and woman he met
in the jungle, this author
has a fortunate combina-
tion of good humor, nat-
uralness and pointed dra-
matic sense which will be
the envy of all adventure
writers."

Ask those who have read it

By JULIAN DUGUID

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HELL**

National Best-Seller
Everywhere \$4.00

THE CENTURY CO.

Mr. and Mrs. Fred Upton returned Thursday from a visit in the tropics. The rest and change of climate has done them both good. Mrs. Upton looks healthier and lonelier than ever.
—*Personal in a New England Weekly.*

And you, Fred Upton?

400 laughs

40,000 sales

HO HUM

Newsbreaks from the New Yorker

*With a foreword by E. B. WHITE
and many drawings by O. SOGLOW*

Grown-ups make BONERS too! They're short—they're sweet—they'll keep the country giggling from now to Christmas. Four hundred of the funniest squibs from the world's brightest weekly in a certain summer best seller.

FARRAR & RINEHART

9 East 41st Street, N. Y.

June 25th

Net \$1.50

Thank you for the lovely, sane letter about telling the little ones. With a box of seeds planted in the window, a mother cat with two babies under my kitchen stove, and your wonderful letter tucked away in my desk I feel ready for anything.—*"Just Among Ourselves Department" in the Pictorial Review.*

Watch yourself, lady, watch yourself!

Prior to his return to work this morning he spent the week-end at his fiancée's home and is now back on the job better versed in business methods.—*Waterbury (Conn.) Republican, regarding John Coolidge.*

Atta fiancée!

At different times in the last eight years the Hoovers have raced their car against various wild animals on the Bowran Lake Road, where game is plentiful. In previous years the best they had been able to get out of a moose was 32 miles.

But recently they had an opportunity to try out a pair of moose—a bull and a cow—on a mile and a half stretch of fairly level road, and discovered they could do 34.—*The Telegram.*

Love is a wonderful thing!

WANTED—Reliable orchard man for steady job. Don't have more than two children if you can help it.—*Hood River (Ore.) News.*

You tend to your fruit.

Question—Mullan, Idaho.—Why does my canary bird (male, beautiful singer) eat paper from the bottom of his cage? He also pulls all the feathers from off his legs and has them quite bare and sore up into his body. Answer—he wants to mate. Take out the paper, put sand in the cage, and get him a mate.—*Spokane (Wash.) Spokesman Review.*

Better get him a little pair of pants first.

Alice Grant Rosman's

NEW NOVEL



By
the author
of

THE WINDOW

VISITORS TO
HUGO

THE YOUNG
AND SECRET

THE extraordinary success of Miss Rosman's three previous novels is ample demonstration of the favored place that she occupies in the affections of the American reading public. Her new book, in our opinion the most winning and appealing of all her stories, seems destined to add even further to her great popularity, for it possesses a certain kinship in spirit with "The Window," which brought Miss Rosman instant fame.

In the conviction that "The Sixth Journey" has the greatest potential sale of any Rosman novel, we are scheduling a larger advertising campaign than ever before attempted for any of her books. You will hear more about this a little later.

\$2.00

JUNE 26

THE SIXTH JOURNEY

Minton, Balch and Company, 2 W 45, New York

Division of G. P. Putnam's Sons

PIONEERS in a 3 Million D

THE originator of the idea which has brought millions of dollars in sales to book stores during the past six years welcomes you to the American Booksellers Convention. We look forward to your constructive suggestions which we know will come from the round table discussions.

Star Dollar Books have been selected from among the real "best-sellers" of recent seasons. They make it possible for millions, who (for economic reasons) have not heretofore been book buyers, to build personal libraries and know the pleasure of good books.

Universal approval of the idea is evidenced by the fact that in 1930 alone the sales of *Star Dollar Books* were larger than those of five previous years together. More than 3,000,000 copies of these books have been sold by booksellers. This is sufficient evidence, we think, of a sound publishing idea properly followed through by publisher and bookseller cooperation.

Booksellers who, from the first, have displayed *Star Books* know the part which our experiments have played in developing this immensely profitable line. They remember the sales jumps which followed each of our innovations; decorative jackets replacing those of uniform design, the discovery that the \$1.00 price hurt sales (for gifts) when printed on the jackets but increased them enormously when confined to a removable band. Then came the open display counters with new sales to the casual book buyer, and the effective "step ladder" display racks that are bringing prospects in to buy. Both of these permanent fixtures are available to you, on a special arrangement, at far less than cost.

There are hundreds of books available for the *Star* list. But we have set a limit for your protection. There are never more than 100 titles in the *Star Series*. So you can stock them *all*—and thus get complete benefit of every bit of publicity, advertising circulars, jacket "back-ups" and outside discussion. All of this material covers the whole line and is not limited to a few titles.



GARDEN CITY PUBL
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After 6 years STAR BOOKS are

on Dollar Idea for Bookstores

We are proud to include in our strictly limited list such outstanding titles as *STORY OF PHILOSOPHY* (which has sold over 300,000 copies) and *THE OUTLINE OF HISTORY* (now past the half million mark). But we are equally proud of the remainder of our list. It includes proven titles like *HENRY VIII*, *RASPUTIN*, *REVOLT IN THE DESERT*, *CATHERINE THE GREAT*, Charnwood's *LINCOLN*, *TRADER HORN*, *COUNT LUCKNER THE SEA DEVIL*, *ROYAL ROAD TO ROMANCE*, *BOOK OF OPERAS*, etc. These make our list unlimited in appeal and attractive to readers in every field of non-fiction—history, politics, travel and exploration, true adventure, science, art, philosophy, psychology, biography, nature, essays, etc.

The *Star Dollar* organization is thoroughly alive to your own interests as a bookseller. You want to sell as many books as possible. You want to make friends and customers who will come back, bringing friends and customers. We are trying to give you books that you will be proud to sell and your customers will be proud to own. And we feel that every *Star book* sold (with its cross-reference, and its list of titles on its jacket) is a salesman which will bring its owner back to your store with a friend—not ONLY to buy other *Star books*—but also for current bestsellers.

For six years we have been constantly developing the *Star Dollar* book field. With your help we have established a new source of income for both booksellers and publishers. *Three million copies sold* through bookstores is a record of which both of us can be proud. But it can be bettered. New ideas, new methods of promotion and selection can be found that will advance the standard which *Star books* have set for themselves in 1931.

To accomplish this we will, as in the past, count on your help. Let us have your suggestions and advice. Prepare confidently for twelve months of outstanding new *Star Dollar* "Bestsellers."



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ITY NEW YORK

Sure still breaking all records

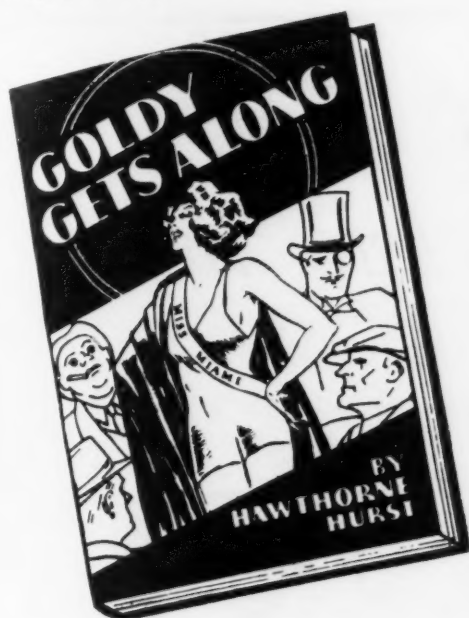
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EUGEN NEUHAUS

FIVE hundred forty pages, one hundred fifty-six photogravure illustrations; together they tell the living story of America's cultural evolution as reflected in her graphic artists and in their work. Neuhaus is the first to give us a complete record of all American art. His biographies and critical estimates have the ring of truth plus the warmth and color that show through the writing of a man enthusiastic for his task and eager to share his feeling. The result is a readability and an interest far above the ordinary run of works in this field. The price is to be \$6.50. And *Stanford Books are prepaid.*

STANFORD UNIVERSITY PRESS
STANFORD UNIVERSITY, CALIFORNIA



GOLDY GETS ALONG

by HAWTHORNE HURST

(Author of "Via Manhattan")

A NOVEL ABOUT THE SUNNY SIDE OF SEX

Goldy is not what you might call a bright girl nor is she particularly clever . . . but, oh! boy! how she gets along!

She sets Hollywood as her goal and never gets there—but she gets almost everywhere else.

Reporters, politicians, repressed millionaires, editors, racketeers and welfare workers rub ridiculous shoulders in this robust satire on sex, written by Hawthorne Hurst, the author of VIA MANHATTAN (a Southerner himself, suh!) . . .

This book is not a gem of literature nor is it a classic . . . but, oh! boy! how it will sell along! Stock up on it and watch it go!

IDEAL
FOR
SUMMER
SALES

To be Published June 5th, 1931



ALFRED H. KING, Inc.

Publishers

432 Fourth Avenue • New York

*"In these pages
Knute Rockne lives"*

says the Rev. C. L. O'Donnell, C. S. C., President,
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ROCKNE

By
WARREN BROWN

The intimate story of the greatest figure in American sports by a famous journalist and close personal friend. In his absorbing, dramatic account of a personality and a career that captured and held the imagination of the country, the author reveals clearly the nature of the sustained, dynamic human force that inspired the greatest feats ever performed on a gridiron. A valuable appendix contains an analysis of Notre Dame football relationships with other schools, a classification of Rockne's coaching achievements and a list of the players on the teams organized.

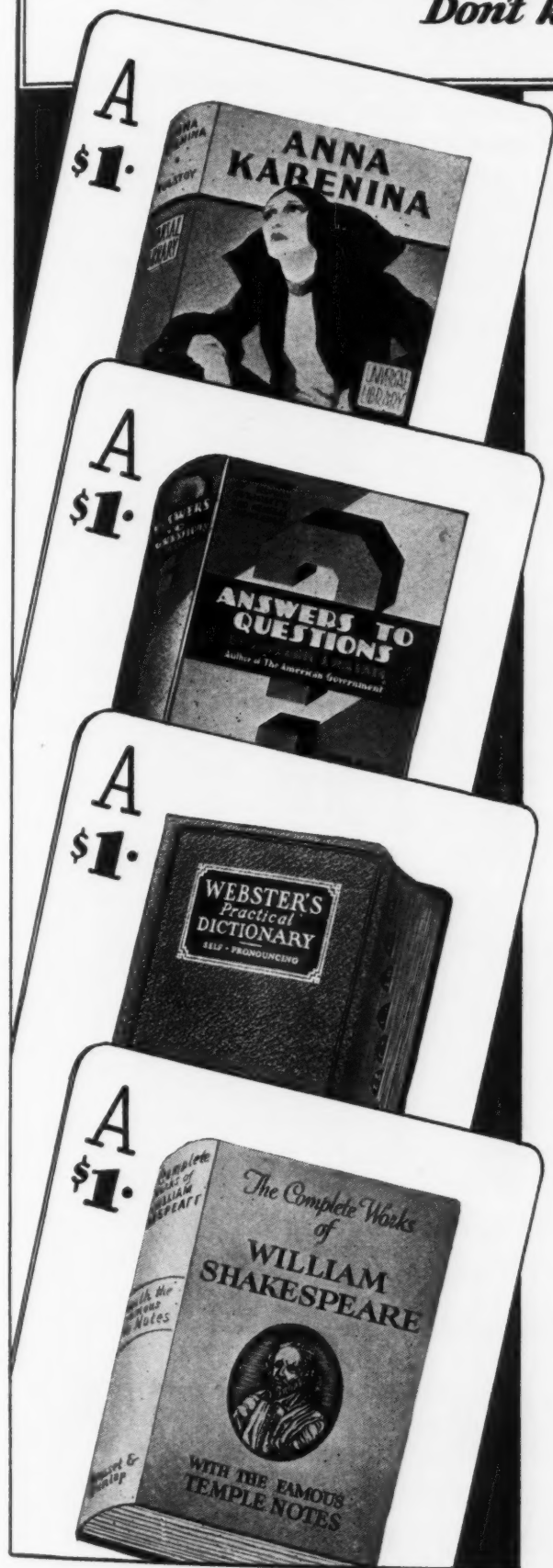
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(Publication: May 25)



4 G & D \$1 ACES

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Play them NOW!*



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There are other editions of this famous classic—but all we ask is that you take in your hands a copy of the U/L edition. It is the high spot of our thirty years of bookmaking. 1090 pages. The Constance Garnett translation—complete and unabridged. The Dollar Sensation of 1931! Just unbelievable value at \$1.00.

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ANSWERS TO QUESTIONS

Every bookseller who makes a window display of this unique volume, together with the big poster supplied with it, will have to reorder before the week is out. Some stores have sold as high as 1000 copies in two weeks' time. 5000 questions about which everyone is curious are answered in this 500 page book.

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The fastest selling \$1 dictionary in print. Brand new and up-to-date. Handsomely bound in semi-flexible style, single bank index. Contains a useful appendix together with the new 1930 census. Make a special display of this book and watch it melt away. Marvelous value at One Dollar.

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We are now ready to ship this new Dollar Edition of Shakespeare's complete works bound in one handsome volume with the famous Temple notes. 1400 pages. Beautifully printed on Bible paper. Semi-flexible binding with round corners and embossed cover. Make a feature of this fine book during the Commencement season!

GROSSET & DUNLAP

NEW YORK

CHICAGO

Quality Triumphs

EVERYONE expects poetry of high literary merit to sell in the big cities, in the so-called intellectual centers. But it has been said that only popular jingling verse could be sold everywhere. This old saw is graphically disproved by the following list. Within a week after publication each of these towns had *reordered*

Edna St. Vincent Millay's new volume of love sonnets, *FATAL INTERVIEW*, which has been ranked with the great poetry of all time by our foremost critics. Here then is new proof that quality will be appreciated everywhere — in the great cities, in the small towns, and everywhere in between.

Reorders in the first week from:

ALABAMA	GEORGIA (cont.)	MASS. (cont.)	NEW YORK	PENNSYLVANIA
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ARIZONA	Atlanta	Norwood	Jamaica	Harrisburg
Phoenix	Valdosta	Worcester	Brooklyn	Ardmore
CALIFORNIA	ILLINOIS	Pittsfield	Poughkeepsie	Easton
Berkeley	Chicago	MICHIGAN	Albany	Philadelphia
Hollywood	Quincy	Detroit	Bronxville	Lewisburg
Fresno	Bloomington	Ann Arbor	Saratoga Springs	Pittsburgh
San Francisco	Champagne	Lansing	Elmira	SO. CAROLINA
Santa Barbara	Decatur	Saginaw	Rochester	Spartansburg
Los Angeles	Evanston	MINNESOTA	Troy	Columbia
Claremont	Lake Forest	Duluth	Syracuse	TENNESSEE
CANADA	INDIANA	Minneapolis	Buffalo	Nashville
Toronto	Indianapolis	MISSISSIPPI	NO. CAROLINA	TEXAS
COLORADO	South Bend	Columbus	Wilmington	Austin
Boulder	Terra Haute	MISSOURI	Durham	Houston
Denver	IOWA	St. Louis	Asheville	Lubbock
Colorado Springs	Grinnell	NEBRASKA	OHIO	VIRGINIA
CONNECTICUT	KANSAS	Lincoln	Cleveland	Norfolk
New Haven	Lawrence	Omaha	Youngstown	Roanoke
Stamford	KENTUCKY	NEW HAMPSHIRE	Oberlin	WASHINGTON
Farmington	Lexington	Hanover	Cincinnati	Seattle
Hartford	Louisville	Concord	Columbus	Pullman
Ridgefield	MARYLAND	NEW JERSEY	Rio Grande	Aberdeen
Norwich	Baltimore	Princeton	Akron	WEST VIRGINIA
Waterbury	Chestertown	Newark	Dayton	Huntington
Middletown	MASSACHUSETTS	Montclair	Canton	Clarksburg
DELAWARE	Northampton	New Brunswick	Springfield	Beckley
Wilmington	Boston	NEW MEXICO	OKLAHOMA	WISCONSIN
DIS. of COLUMBIA	Cambridge	Albuquerque	Oklahoma City	Appleton
Washington	Springfield		OREGON	Watertown
FLORIDA	Wellesley		Needford	Milwaukee
Jacksonville			Portland	Madison
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Macon				WYOMING
				Sheridan

The reorders on "Fatal Interview" are 60% greater than those for "The Buck in the Snow"

FATAL INTERVIEW

by Edna St. Vincent Millay

HARPER & BROTHERS

TO APPEAR MAY 29th
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THE WOMAN WHO WAS POPE



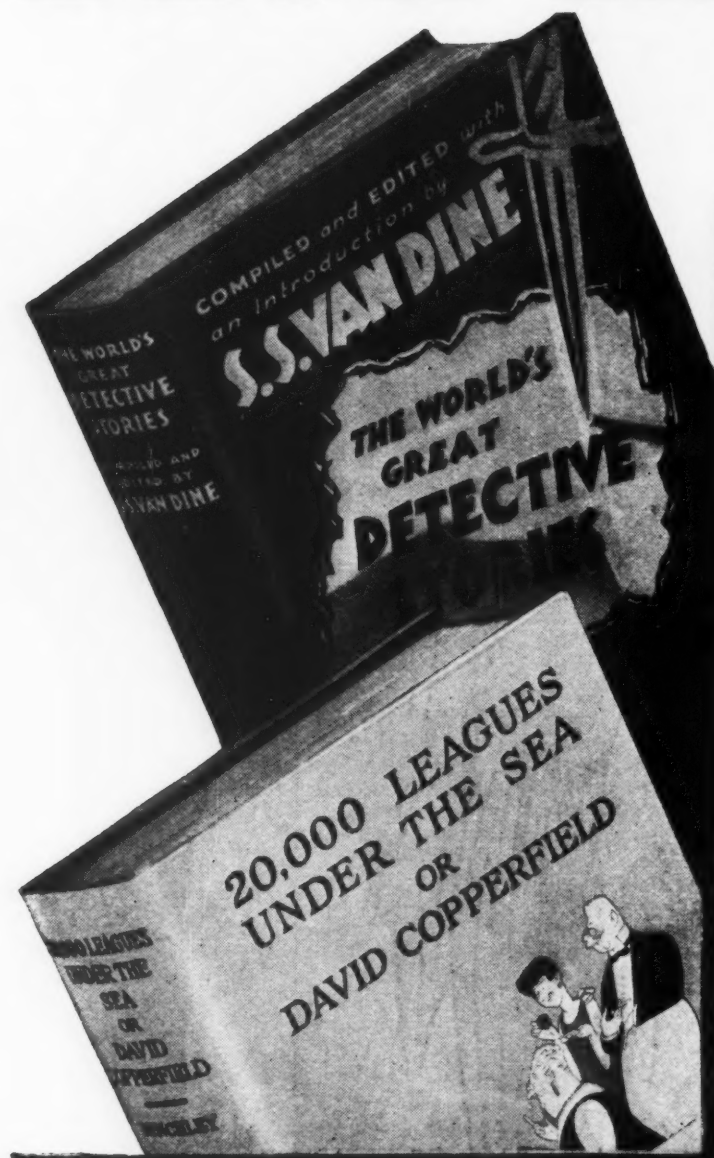
by CLEMENT WOOD

POPE JOAN (JOHN VIII in Church records) ascended the Papal See in 853 A.D., and not till her spectacular death in 855 A.D. was her sex revealed. Clement Wood's epical account will astound the world. Nearly 400pp. of a book 6¼" by 9½". THREE DOLLARS A COPY.

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56. **MAN HUNTING IN THE JUNGLE**
Pursuing the trail of Colonel Fawcett in the Amazon.

JUNE 10TH

4. **DOWN THE FAIRWAY** by H. O. B. Keeler. *Revealing the life history of the world's greatest golfer.*

27. **TWENTY THOUSAND LEAGUES UNDER THE SEA OR DAVID COPPERFIELD**
Benchly and Williams in the biggest sea story since Jules Verne.

JULY 8TH

58. **S. S. VAN DINE'S THE WORLD'S GREAT DETECTIVE STORIES.** *Compiled and introduced by "Philo Vance."*

59. **HOW TO READ CHARACTER WRITING** by Jerome S. Meyer. *With charts. In goes your handwriting, out comes your character.*

Write for complete list

S. S. VAN DINE'S THE WORLD'S GREAT DETECTIVE STORIES

The great detective stories of all time compiled in a single volume with a new introduction by America's foremost mystery story writer.

BLUE RIBBON BOOKS
448 Fourth


each

May 16, 1931

2399

BEST SELLERS

and July

JUST OUT

IN THE JUNGLE by G. M. Dyott.
Daniel Facetti in the heart of the Amazon Wilds.

JUNE 10TH

DOWN THE FAIRWAY by Robert T. Jones, Jr., and
giving the life history and methods of play of the

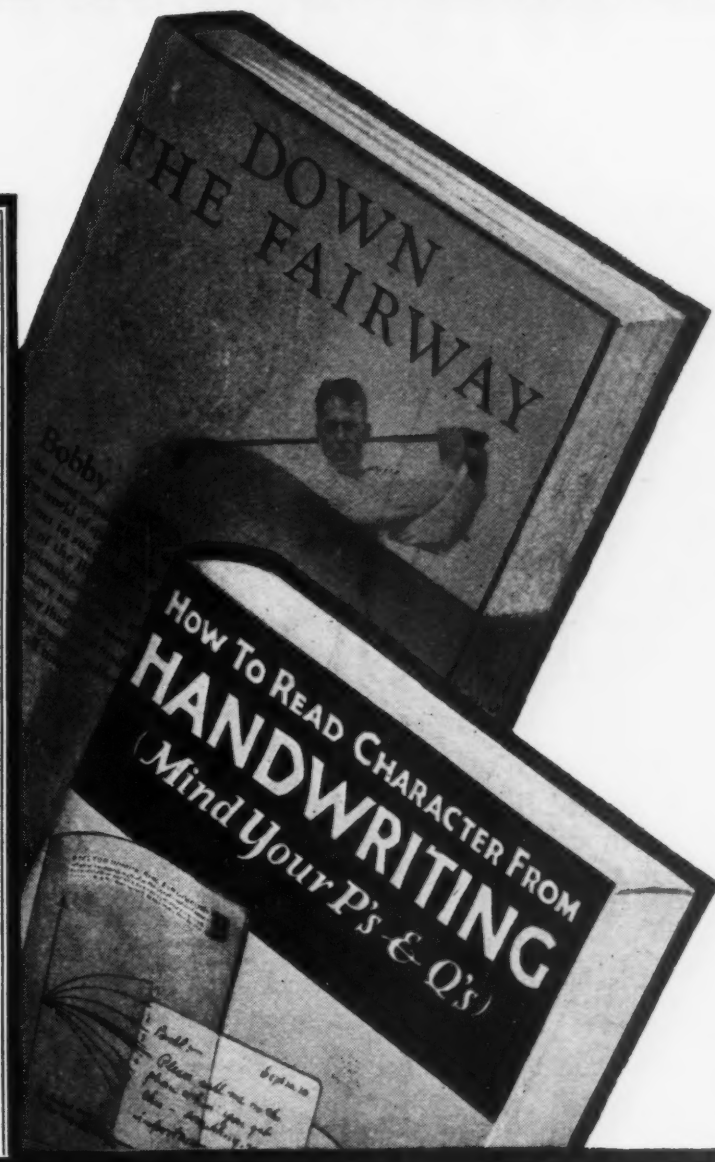
SIX LEAGUES UNDER THE
COPPERFIELD by Robert Benchley.
One of the biggest laugh hits.

JULY 8TH

THE WORLD'S GREAT DE-
Compiled and edited by the creator of

CHARACTER FROM HAND-
by S. Meyer. With the ingenious transparent
turning out comes your character.

for complete list



1
each

BOBBY JONES' DOWN THE FAIRWAY

"Bobby" Jones' own story and golfing secrets. National radio broadcast and moving picture tieups make this a sure-fire success for the summer. New jacket and seven illustrations.

NOTE: *The dollar edition is limited and will not be printed after December 1st 1931. Original edition to remain at \$3.50 in the format pictured above.*

Fourth Avenue

NEW YORK, N. Y.

Some Unvarnished Facts



about

THE AUTOBIOGRAPHY OF LINCOLN STEFFENS

1.

Published five weeks, it has already found a place in the estimate of a dozen critics beside "The Education of Henry Adams." It has the substance of permanence.

2.

Its sale increases each week—in that satisfying, steady way that signalizes the advent of a great book.

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It is an ideal present for the college graduate. C. Hartley Grattan said in the *May Forum*, "The wisdom of Steffens at sixty-five should be in the possession of every young man of twenty who faces the world today."

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You won't get stuck with "The Autobiography of Lincoln Steffens." You'll lose sales if you don't have it in stock.

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HARCOURT, BRACE AND COMPANY
383 MADISON AVENUE, NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 16, 1931

The Ideal Convention Ground

Christopher Morley

The Author of "John Mistletoe" Has a Word with the Convention



I SEEM to remember that the last time the Booksellers' Convention met in Philadelphia—about ten years ago, wasn't it?—a tenth of a century—was also during a parenthesis of depression. It is notorious, however, that the Bad Times Conventions are always the gayest. This one, I feel, will be no exception. All, even the publishers, have much on their minds that for a few hours they are not loth to forget and indulge a pleasing sluice of Lethe.

As a bibliophiladelphian who in these days does not see much of his first love among cities, I am constrained to say that she is the ideal convention ground for an austere and idealizing group like this. Mrs. Trollope, a hundred years, ago, commented on the fact that the private lives of Philadelphians were peaceful and demure. They lock their doors at dusk, she said, and spend the evenings at home reading. Behind the discreet doorways of the Quaker Oats city there is more spiritual and urbane merriment than a stranger might suppose. Booksellers, always alert to offset the woes of trade by the tinsel counterpoise of mirth, will find it so. Philadelphia, beneath her plain library binding, conceals many a rubric of gay caprice. Not without reason has she begotten in the past generation the greatest bookseller in the world, several of the greatest collectors, and the greatest magazine publishers.

Collections, the publishers say, are something terrible; but an era of reddened ink has not been without benefit. There will be less racketeering in the book business for the next five years, and more passion for the realities books were intended to convey. Other fluids besides ink are red, and for the booksellers, aware that some books hold the blood and wine of human life, trade will never be impossible.

In our better moments we deal in a merchandise that nothing can destroy. If some of the new books don't seem what they might be, let's sell the older ones. Anyhow, here's luck! We need it.

Book Tour in Philadelphia

Joseph E. Molloy

of The Philadelphia Inquirer

LET us suppose that your wide-awake convention delegate finds himself seized, one of these fine May mornings, with a strong desire to perambulate on a personal tour of investigation into the haunts, habits and peculiarities of his hosts and brethren, the booksellers of Philadelphia. Let us suppose he makes convention headquarters at Broad and Walnut Streets, the starting point for the first half of his tour. Brentano's, just East of Broad Street, at 1340 Walnut Street, is well fitted to be exhibit A in any tour of bookdom. Although the shop itself is but a youngster in the eyes of its bookselling neighbors it is thriving under the enthusiastic direction of its young manager, Glenn W. Clark, and his able assistant, William G. Hastings, both well-known to most convention delegates. Mr. Clark is one who

is willing to debate the merits of dollar books with any of us, singly or collectively, and at a moment's notice, (fair warning to your peaceful-natured book-convention delegate), while no tour of the city's stores would be complete without an exchange of friendly book gossip with Bill Hastings.

Just across Walnut Street, with its entrance on Juniper, and on the second floor of the Witherspoon Building, is the Presbyterian Book Store, certainly one of the city's brightest and most attractive shops. Miss Shilcock, the manager, will greet you in her own gracious manner and explain the inner workings of a retail house doing a national business in general as well as denominational publications.... Back again, now, to the south side of Walnut Street, to 1320, an address as well known in Europe as it is in this country,—the headquarters of the Rosenbach Company. Books—and such books—are on the second floor here, under the watchful eyes of Percy Lawlor, and not far off is the sanctum sanctorum of the learned Doctor R., himself one of the world's greatest collectors and bibliophiles, friend of kings and presidents, and author of books on books which have been a constant source of inspiration to many an embryo collector. Very seldom are as many treasures gathered in one place as you will find on display in this house.

Not more than five doors further east is another internationally known address, 1310 Walnut Street, a shop which has housed at various times more first editions of Charles Dickens, we venture to believe, than any other shop in the world, the bookshop of Charles Sessler. Intimate of all the multi-millionaire collectors of his time, and himself chiefly responsible for the inception of the gigantic Henry E. Huntington Library at Pasadena, Mr. Sessler has well been called the "greatest Dickensian of them all" and should need no introduction to any of his fellow booksellers, how-



Leary's Book Store on South 9th Street is the largest second-hand bookshop in the country



The J. B. Lippincott Company's home is on Washington Square



Wanamaker's Book Shop

ever new to the game they might be. And whoever knows Mr. Sessler knows his invaluable aide, Mabel Zahn, herself a book-lover and collector, and an irrepressible Christopher Morley fan. Miss Zahn, by the way, has a pleasant surprise in store for visiting booksellers. Knowing that Morley was to be master of ceremonies at the convention's Authors' Night, Miss Zahn has arranged for an exhibition at the Sessler store of a complete collection of Morley first editions and Morleyana. The collection is the property of Dr. Alfred P. Lee, the bibliographer, and is loaned by him especially for this occasion.

A few steps further east to 13th Street, south to the first small street, Chancellor Street, and then east again to 1224, one finds the diminutive and picturesque Centaur Book Shop, the headquarters of the Centaur Press. Here Stuart Mason can boast of one of the best collections of imported books and fine press items in the city, not to overlook an extensive collection of modern first editions, British and American. In Philadelphia it is here one comes to find his first edition of Faulkner, Hemingway and March, or his Graves, Sassoon and D. H. Lawrence.

Back to 13th Street again, it is just a half-block south to Locust, where, at 1230, is found Emma Feldman and her shop for the disposal of interesting books and prints. Locust Street is just now in the throes of a subway construction, but Miss Feldman's doorway, after many debates with unsympathetic workmen, is still accessible. Delegates seeking information about the many inviting tea-rooms and chop-houses in this section, could do worse than to consult Miss Feldman, a recognized authority on the subject....A short block south of Locust is Spruce Street with the Lutheran Publication House and Book Room, on the southeast corner. Mr. Hoeppepner will take care of inquisitive booksellers in the Book Room, and we can heartily recommend a chat with Grant Hultberg, manager of the Publication House and a bookman of wide learning and experience in the trade.

At this point your strolling bookman must retrace his footsteps to Walnut Street and continue northward to Chestnut and the John Wanamaker Store, and one of the country's most important bookselling units. Walter Cox, the manager, will be no stranger to convention-goers, nor will Miss



Washington Square is Philadelphia's publishing center



*A portion of the Presbyterian Book Store in the Witherspoon Building,
at Walnut and Juniper Streets*

Thompson, bookwoman extraordinary. A little browsing with Mr. Ludwig among the fine bindings and rare books in the celebrated librarium, at the south end of the department, will furnish still further evidence as to why this is considered one of the world's greatest stores.

Across 13th Street, at number 15 South, is the main Philadelphia store of the flourishing Womrath's Library, while still further north, past Market, Filbert and Arch Streets, and just a few doors above the thoroughfare known as Cherry Street, at number 133, is the shop of that dynamic personality, Peter Reilly, bookseller and publisher, who also needs no introduction to a bookman professing to know his business. Several hundred booksellers throughout the country will already have received the booklet issued by Mr. Reilly in connection with the convention, called "The Charm of Old Philadelphia," a reprint of the first chapter of George Barton's "Little Journeys Around Old Philadelphia" published by Reilly. And if any visiting bookseller feels that he does not know all that he should about the whys and wherefores of the present condition of the book busi-

ness, let him confer with Mr. Reilly. He will soon learn.

The publishing house of the Henry Altemus Company is not far north of Reilly's, on Vine Street, at 1326. Henry Altemus, Jr., and Alexander MacMilland will be on hand to greet their many friends. Back now to Arch Street to the second-hand bookshop of Benjamin Futernik at 1329, one of the newest of the city's stores. An examination of Mr. Futernik's special shelf of collectors' books is recommended. West on Arch to McVey's Bookstore at 1229 and then on to 11th Street, south one block to Market Street and the Snellenburg Store. Edgar Schlamme is manager of the book department here, which is in the rear of the old building on the 11th Street side.

The publishing house of the John C. Winston Co., at 1006 Arch Street is the next point of interest. On the south side of Arch near 10th, the Winston Building, an imposing 10-story structure, is not one that is easily missed even in the foggiest weather, and there your delegates will be welcomed by the Kints, father and son, president and advertising manager respec-



Jacobs' Book Store in Chestnut Street. Bob Staton, in the white coat, looking into the camera; Leo Taylor is directly behind him

tively, and will be treated to a tour of one of the country's largest and most interesting plans. Just around the corner on the first street below Arch, Filbert Street, is the Penn Publishing Company, publishers of Temple Bailey, the highest paid woman writer in the world, and haunt of the genial brothers Shoemaker, C. C. and Frank.

North of Filbert on 9th Street is the Archway, conducted by the Gilberts, père et fils, dealers in books of all kinds, new, old and rare, while south of Filbert, at 26, is Cullen's Bookstore, headquarters of the veteran Jerry Cullen, still red-headed and smiling, friend of Walt Whitman and of all the bookmen of the older generation, who will entertain you with recollections of some of the experiences in his crowded life. Certainly one of his most interesting tales concerns the many copies of the first edition of Poe's "Murders in the Rue Morgue" he handled in the publisher's cellars when a youth. His son, John, is now the rare book man of the firm.

The book department of the Strawbridge and Clothier Store can be reached most easily from this point by its Filbert Street

entrance, just east of 9th. The vivacious Mrs. Kooker has things well in hand here, and Mr. Corbin, operator of this and similar departments in New York, Brooklyn and elsewhere, will no doubt be in town for the occasion. This enterprising store was the host recently of one of the convention's honor guests, the Grand Duchess Marie of Russia. Opposite Strawbridge's on Market Street is Gimbel's, where the book department is under the efficient management of Benedict Freud. Mr. Freud has brought many innovations to department store bookselling, not the least interesting of these being a second-hand book department, to be found on the mezzanine, and an out-door stand for cheaper books, to be found at the 9th Street side, on Ludlow.

We cannot imagine anyone interested in books visiting the city without visiting Leary's, another Philadelphia institution, doing a national business. Since the last convention, Leary's, the largest second-hand bookstore in the country, has erected a new seven-story structure, at the old address, 9 South 9th Street. If the day is fine and your convention delegate is fortunate, he



At Charles Sessler's, "The Greatest Dickensian of Them All"

may catch a glimpse of former Governor Edwin S. Stuart, proprietor of Leary's, but he is certain, at any rate, of a chat with William H. Stuart, Governor Stuart's brother and vice-president of the firm, who may even go so far as to release a few of his more precious anecdotes. It will be young Donald Stuart, chief manipulator of the famous Leary blue pencil, who will meet you at the front door and give you the freedom of the house. Just down the stairway in the school-book department will be found the veteran Frank V. McGrath, known to every professor and student within a radius of sixty miles. Bill Tatem, with the firm forty-three years, will be found on the third floor, in the scientific department. This floor and the fourth are under the direction of Percy Wilkins, second only to Mr. Tatem in time of service with Leary's. One floor below is the affable Philip Warner, better known to Christopher Morley fans and to his host of friends as Phil. Mr. Warner, who shares third place in point of service with Leary's with Robert Hoag, treasurer of the firm, has charge of the rare book room, Americana, biographies, nature and travel books

and is the intimate of celebrities, bookish and otherwise, the nation over.

Several days can be spent in Leary's without seeing everything, but just down the street, on 9th between Chestnut and Walnut Streets, are two more stores specializing in second-hand books. Both opened recently, the first being the book and antique shop of James Klawansky, at 120, where, Mr. Klawansky will tell you, a copy of "Maggie" was picked up recently on the ten cent table, and the second is the Walnut Book Store, Joseph Rappaport, manager, dealing in new as well as in second-hand books.

It is but three blocks' walk east on Walnut Street to the city's publishing center at Washington Square. Saunders, medical publishers, will be found on the west side of the square, at the corner of Locust. Here also, on the south side of the Square, is the David McKay Company, publishers of one of Christopher Morley's first and most popular titles, "Travels in Philadelphia." Here Alexander McKay and his brother James will expect to meet many of their friends. The house of Lea and Febiger, publishers of medical books, ad-

joins the McKay Company to the east, while over on the east side of the square stands the historic house of Lippincott, publishers since 1836, and known wherever English-written books are read. J. Wharton Lippincott, president, is known to the trade as a naturalist and author as well as a publisher. Booksellers will meet here also their good friend Herbert Gaskill.

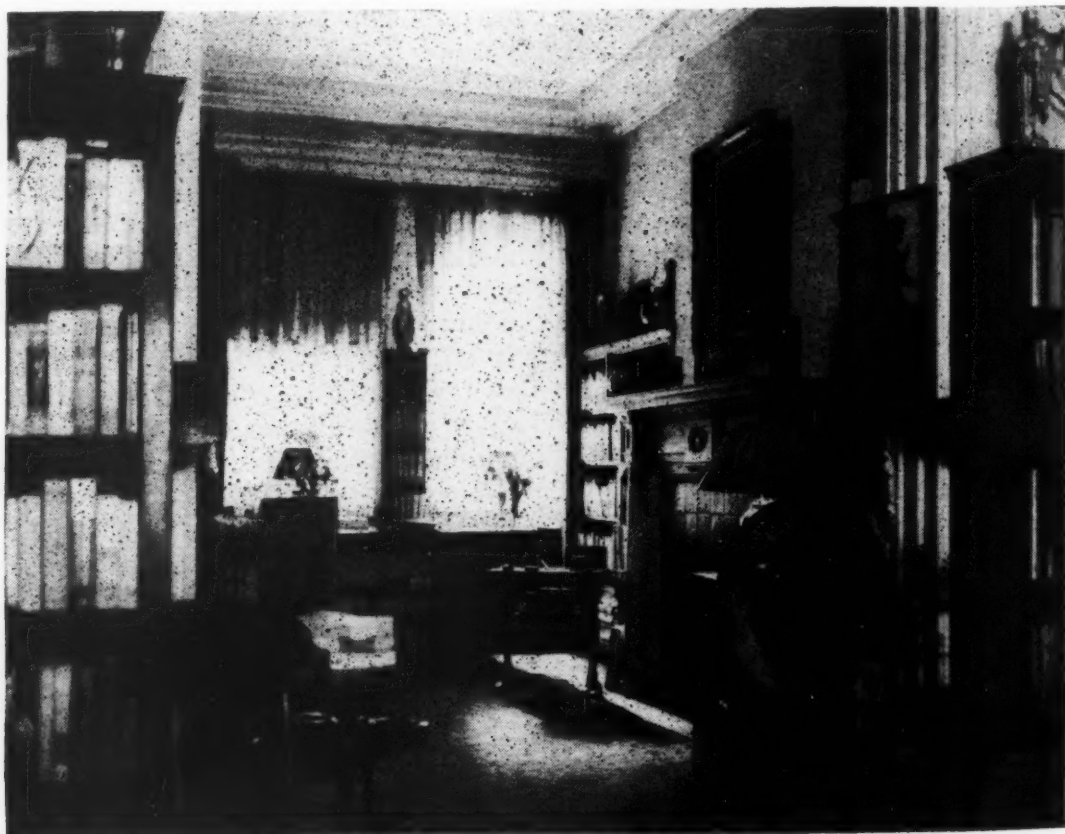
Our eastward trip is brought to an end at Independence Square, where, in the Drexel Building, at 5th and Chestnut Streets, Dorrance and Company hold forth. The personable war veteran president of the company, Gordon Dorrance, is to be met here, a publisher with a penchant for biography and especially military biography.

Part two of our trip would be westward from convention headquarters at Broad and Walnut Streets. West on Walnut to Sydenham Street, the first street west of 15th, and down Sydenham to 229, and you will find the antiquarian bookshop of William Campbell, operated, since the retirement of Dr. Campbell, by his son John. If you are in luck you will find Dr. Campbell himself on hand, the distinguished son of a bookseller, and conceded to be the greatest

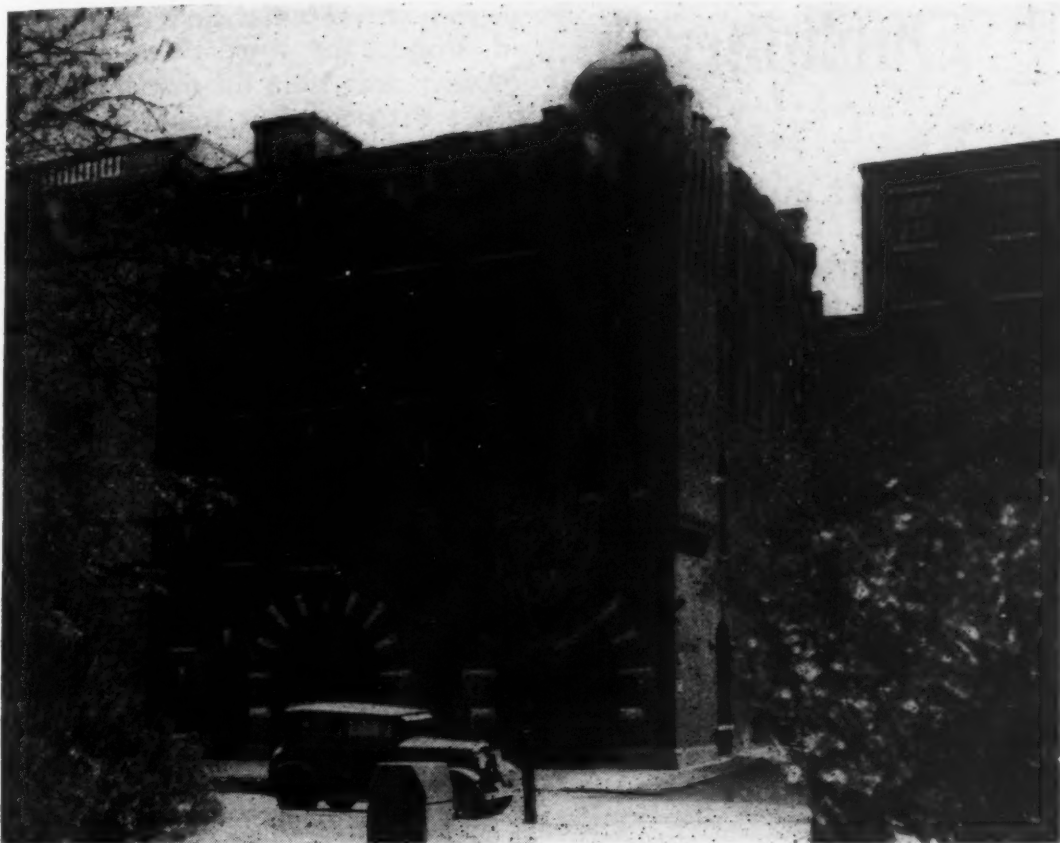
living authority on Frankliniana. John Campbell will show you some of the recently acquired treasures, including a fine copy of the first edition of Johnson's Dictionary and your visiting bookseller may well feel disinclined to leave this delightful little store with its atmosphere of a bygone age.

At 1605 Spruce Street, just a short block and a half from Campbell's, is the Parnassus Book Shop, operated by young J. Keene Fleck, and dealing in new books, fine bindings and first editions. Let Mr. Fleck tell you in his own enthusiastic way what he has done with sporting books in the past few years. To the Quill Book Shop, on Locust Street, west of 17th, goes our own personal award for being the cosiest bookstore in town. Miss Leiper had the attractive front of the building designed especially for her own use, and we doubt if books have ever been set off to such advantage as they are in this well-appointed shop.

Just around the corner, in The Warwick, on 17th Street, is the Aldine Book Shop, dealers in new books who carry an especially large and assorted stock of first editions which we recommend to the atten-



One of Philadelphia's intimate shops is the Quill Book Shop at 1712 Locust Street



The David McKay Company in Washington Square

tion of delegates inclined in that direction. Both Mr. Brown and Mr. Hasson, joint proprietors, are authorities in the various phases of modern collecting.

Mr. Hughes will greet visitors to the Baptist Book Store, on the second floor of the Roger Williams Building at 17th and Chestnut, while just a few doors further west, at 1726, is that Philadelphia landmark, Jacobs' Book Store, headquarters of George W. Jacobs, now president of the American Booksellers' Association. Mr. Jacobs, if he is to be found in during the busy convention days, holds forth in his offices on the second floor, in the rear. You will no doubt meet young Howard Jacobs downstairs, the person chiefly responsible for the good times in store for delegates this year, and, of course, Bob Staton and Leo Taylor, booksellers extraordinary. Special attention of visiting booksellers is called to the ideal Junior Book Shop on the first floor, at the back, and to the Rare Book Corner, an innovation of the past few months.

Macrae Smith Company, the city's

youngest publishing house, will be found within two blocks of Jacobs', on Ludlow Street, the first street below Market, near 7th.

Mr. Macrae himself is the man you will know best here and you will probably find him and his aides hard at work on the official biography of Knute Rockne by Harry Stuhldreher scheduled for early publication.

Excursions away from the center of the city should not miss the thriving University of Pennsylvania Press at 3438 Walnut Street, near 35th Street, to meet the enterprising Phelps Soule, nor to the bookish shop conducted by William J. Allen and his wife on Woodland Avenue near 34th.

Excursions into Germantown should include the stores handling new books, such as the Frigate, at Walnut Lane and Germantown Avenue, and the Fireside, at 8617 Germantown Avenue, as well as the section's only second-hand shop, the Blue Book Shop, conducted by Marianna Sloan, artist-sister of John Sloan, at 5330 Germantown Avenue.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Philadelphia, Where Things Began

BOOKSELLERS should not make a pilgrimage to Philadelphia without recalling how much that city has contributed to the development of the American booktrade as a whole. Its present stores will be visited by convention delegates as will its publishing houses. Joseph Molloy conducts a tour for all readers of this issue. But back in Philadelphia history are many memories connected with the story of booktrade beginnings, and these should not be forgotten.

That Philadelphia printed the first Bible in 1782 has been emphasized by the book commemorating that event just published by John Howell of San Francisco, but before that in 1743 Christopher Saur had printed a complete German Bible. The firm that did this is still in existence as Christopher Sower Company. In 1685 the first almanac was printed by William Bradford; in 1698 the first schoolbook by Francis Daniel Pastorius; in 1728 the first weekly newspaper was started; in 1729 the first weekly magazine, the *Pennsylvania Gazette*, which became the *Saturday Evening Post*; in 1783 the first trade journal; in 1784 the first daily news-

paper; in 1786 the first American Book of Prayer; in 1795 the first American Shakespeare; 1802 the first juvenile magazine; 1813 the first religious weekly, the *Religious Remembrancer*; 1830 the first successful woman's magazine, *Godey's Lady's Book*; 1848 the first comic weekly, the *John Donkey*.

Philadelphia, too, had in 1717 the first American printing press, and in 1742 Christopher Saur cast the first type; in 1796 Binney and Ronaldson started the first type foundry; in 1767 the first play by an American author appeared on the Philadelphia stage, "The Prince of Parthia"; in 1798 the first American novel, "Wieland," by the first American novelist, Charles Brockden Brown, appeared.

But of all the landmarks of Philadelphia, those connected with Benjamin Franklin will be of most significance to the makers and users of books because of all that great Philadelphian contributed to the making, production and circulation of books. To these the booktrade will add one memory of its own, that here in Philadelphia lived Nathan Carey, first President of the American Association of Booksellers. Mr. Carey was a publisher who was instrumental in organizing literary fairs. The first of these fairs was held in New York in June, 1802, the second in Philadelphia in December, 1802. Philadelphia at that time extended a welcome to the booksellers at a meeting that lasted two weeks.

Americans Like Conventions

IN the melancholy year 1930 nearly fourteen thousand national conventions were held in the United States. The amount of money spent on and at these conventions comes close to the billion mark. The Merchants' Association of New York City estimates that in 1930, the people who came conventioning to this city alone left behind them a glittering trail of seventy-five million dollars. American convention delegates do not like to meet in a very cold climate in winter or a very hot climate in summer and many are afraid of high altitudes. But they all love to attend. Men particularly have a decided kind of passion for certain resorts such as Mackinac, Atlantic City, French Lick and West Baden, Indiana, and Del Monte,

California. Women seem to prefer the Middle West, which is highly organized, thus insuring a large attendance of visitors.

All this interesting information and more like it is furnished by Anna Steese Richardson, Director of the Good Citizenship Bureau of the *Woman's Home Companion*, in the May issue of that publication. Mrs. Richardson made a thorough investigation of the recurrent question "Why Conventions?" The replies from a questionnaire were ninety per cent agreed that convention attendance in 1930 was as large or larger than in preceding years, that the choice of the convention city is a big factor in attendance. No practical suggestions for a substitute for the national convention were forthcoming, though regional meetings between conventions and biennial instead of annual conventions were approved.

Of constructive suggestions as to how programs could be improved, one from Mrs. Estelle M. Sternberger of the National Council of Jewish Women was representative; "One of the most serious criticisms in our organization against the convention is the fact that the convention city is still largely determined by the delegates moved by emotional appeals rather than solely by the Board in the interests of moving the convention around to different sections to secure from the convention in this way the largest values in all parts of our international field. A special committee studying our conventions has already urged the changing of our by-laws to give the full power for selecting convention cities into the hands of our Board."

Mrs. Richardson concludes "Why Conventions?" with, "They satisfy certain definite needs—the desire to travel, the yearning for information and inspiration which is a typical American urge, and the longing for pleasant social contact with men and women who have a common interest."

As to Ghost Writing

IN Pennsylvania they are worrying about ghost writing, and the Legislature had before it a bill which would require that a publisher ascertain and make a record of the identity of the actual author. All published articles would have to carry with equal emphasis the names of the actual and nominal author. The penalty

for not observing this law would be \$500 for each offense.

If the bill should be passed, it might give both periodical and book publishers something to worry about, although very little ghost written material is issued in book form.

Selling Guide Books

SAID a business man in an eastern city the other day, "Do bookstores ever write to their customers about foreign guide and travel books?" He said he was quite sure they didn't and then he told of this experience: A local paper in his city carried word that he was about to sail for Europe, and apparently this word was reported by various systematized agencies. Letters began coming in his mail asking him if he would like to store any valuables, stop at this New York hotel or that, letters from insurance companies, and all sorts of really practical suggestions, but not a single offer of a guide book or a travel book, a thing he would have been very much interested in at that time. This may be a suggestion to booksellers who have travelers in their midst and can get such information from the local newspapers or through agencies that sift newspapers for news of this kind.

How Many Books in the Schools?

WITH school libraries giving increased stimulus to reading, the recent survey of the American Library Association on the standards for school libraries will be interesting not only to librarians but also to publishers and booksellers. Booksellers and all citizens in the community are most interested to see that not only do the schools have good libraries but that the schools develop good reading habits, as can only be done by having a good general library. Tables developed by the investigations of the A.L.A. show how many books should be in the library of the elementary and high school grades according to the number of pupils.

Booksellers ought to take steps to check up their local school systems to see if pupils are getting adequate book service or to ask the Parent-Teacher Associations to make such investigations. By such efforts the bookseller may be instrumental in helping to start the library idea.

A. Edward Newton: Bookseller by Indirection

John T. Winterich

A. EDWARD NEWTON is a native of Philadelphia, a distinction which many other notable Philadelphians (among them William Penn, Benjamin Franklin, and George Horace Lorimer) will be perpetually unable to share with him. In defiance of the theory that a prophet is not without honor save in his own country, Mr. Newton early adopted a policy of *j'y suis, j'y reste*, sundry sorties to London, France, Scandinavia, London, Italy, Palestine, London, Egypt, and London excepted. On his ensign armorial (the quartering of which I leave in all confidence to his erstwhile fellow-townsmen Christopher Morley) is blazoned the device "Local Boy Makes Good." And on the flyleaf of his book of life was early inscribed the credo which he subsequently transferred to print: "A man (or a woman) is the most interesting thing in the world; and next is a book, which enables one to get at the heart of the mystery."

That Mr. Newton, abetted by sundry competent technical associates, manufactures an intricate and essential electrical appliance is not unknown even in publishing and bookselling circles. Neither, among the cognoscenti in electrical equipment, is it a matter of widespread ignorance that the chairman of the board of the I-T-E Circuit Breaker Company not alone owns and reads but also writes books. For Mr. Newton has acquired and practises the fine art of playing both ends against the middle, and that middle is the golden mean which philosophers have proved to be the abiding place of happiness.

Books—make no doubt of it—exert prior claim on him over circuit breakers, prior in time as well as in sentiment. The Philadelphia into which A. Edward Newton was born was, one surmises, a gas-lit metropolis, wherein as in the New York, the Chicago and the Gopher Prairie of iden-

tical dates, hearts, engagements, promises and thick glass schooners were broken far oftener than circuits. Mr. Newton's first essay toward gainful employment was aimed at a home-town bookstore—the fine old bookstore of Porter & Coates, whose name will bulk large in somebody's still unwritten but greatly to be desired history of bookselling in America. Porter & Coates were amply staffed at the time of his application, and so young Newton went to work for Cyrus H. K. Curtis, addressing envelopes at three dollars a week. An opening soon developed in the Porter & Coates establishment (perhaps some luckless clerk was discovered reading "Leaves of Grass" on the company's time) and Mr. Newton hastened to fill it, abandoning Mr. Curtis to his own affairs, which turned out pretty well notwithstanding.

Of Newton the bookseller (a personage of infinitely less lustre and consequence than Newton the bookbuyer) an enlightening autobiographical fragment was recently given to the world in Part Five of the *Colophon*. He was not, it appears, quite a bookseller. "I was employed in the store but I was not supposed to have sufficient intelligence to sell books. My sponsors thought that in time I might be taught how to dispose of pens, ink and paper—how much fun I have with them now!—how well I remember thinking 'some day I shall be permitted to sell books!'—but the time never came." The inhibition evidently set in motion some obscure pre-Freudian defense mechanism, for Mr. Newton soon afterwards appears limned in faint and stealthy silhouette against the background of the Cleveland era as a publisher. This tract in his biography is still largely unexplored; it awaits the researches of the bibliographical trail-blazer, and will one day be aswarm with collectors.

Any attempt at a summary of the New-

tonian career can be at best only an exercise in condensation and at worst an experiment in sheer plagiarism. For the source material is available to all literate humanity in words of his own choosing. His is the shining talent of being able to talk about himself as if he were somebody else—the ability to build himself (as the character, after all, whom he knows most about) into the structure of this enthralling story-book called life. His likes and dislikes are laid open to the world; he is as positive in proclaiming the one as the other—and he possesses, what men of hearty enthusiasms and whole-souled detestations do not always possess, a breadth born of his very intolerances. He sees life steadily and sees it whole, or in the original twenty parts in nineteen.

Up to twelve and a half years ago the name of A. Edward Newton may have been one to conjure with in the world of electricity and may equally have been—indubitably was—scrupulously tended in the live files of most rare-bookdom. But to the general (and there were hundreds of them at the moment) he was still something far more recondite than caviar. On November 11, 1918, two important events occurred. That of admittedly lesser importance was the publication of "The Amenities of Book-Collecting," in a first edition of three thousand copies. The instant of the Kaiser's submergence was the instant of Mr. Newton's emergence. He became a best seller overnight, and he has continued at that gratifying eminence ever since.

Who bought his book?

Title alone considered, "The Amenities of Book-Collecting" must have originally seemed destined for class rather than for mass consumption. Class is all very well in its way, if the way be that of Fanny Farmer or Dr. Emmet Holt or Thornton W. Burgess. But the book-collecting world of 1918 embraced not so much a class as a select committee. The titans held the field—they were mighty but they were few. Men who knew nothing about books still talked of the sale of the Hoe library, dispersed six years since, with eyes agog. One collected books as an alternative to collecting Rembrandts—it came to the same thing when the checks were made out.

It is quite possible that the whole book-collecting creation flocked to the shops as



A. Edward Newton

soon as "The Amenities" was issued, but the whole flock, if laid end to end, would not have obstructed much traffic. Yet in twelve and a half years "The Amenities" has contrived to sell (or has sold without contriving) some 22,074 copies. Now there have been various estimates—five, ten, twelve thousand, what you will—of the number of men and women in America who can, by not too tenuous stretch of definition, be denominated book-collectors, but no amateur or professional statistician has yet had the hardihood to set the total as high as 22,074—which figure, be it remembered, represents an irreducible minimum of readers of "The Amenities" because it represents only buyers. Try, even today, to borrow a casual copy from any big-city library. Consider the fact, noted by the late George H. Sargent in "A Busted Bibliophile and His Books," that the dozen copies acquired for student use at Harvard were "literally read to death"—and have doubtless been replaced by further copies preordained to a like fate.

There is, clearly, some quality of more catholic appeal about "The Amenities" than mere specialized interest in book-collecting. Literary history affords numerous other examples of books which have outgrown their technical or topical swaddling clothes and put on universality along with

THE AMENITIES
OF BOOK-COLLECTING
AND
KINDRED AFFECTIONS

BY
A. EDWARD NEWTON



WITH ILLUSTRATIONS

BOSTON
THE ATLANTIC MONTHLY PRESS
1918

immortality—Pepys's "Diary," White's "Natural History of Selbourne," Lowell's "Biglow Papers." The author who deliberately sets out to write a classic (unless one choose to regard Milton as the rule-proving exception) is by that token doomed not to do it. Mr. Newton's engine was geared only to tell about the fun he had had in acquiring and reading books, but some quickening ingredient in his spiritual gasoline produced a spontaneous acceleration that bore him headlong to the heights.

That quickening ingredient is wit tempered with kindliness and sagacity—an exciting awareness of the ridiculous that sees nothing incongruous in its proximity to the sublime. It has been said that we all laugh with augmented hilarity if we see a bishop tumble on the ice—provided we know he is a bishop. Mr. Newton would derive as much delight from the episcopal predicament as any of us, but he would want to know, and he would find out, whether, when he was not tumbling on ice, the bishop were a worthy bishop. He

would go further, and learn whether he were a worthy man.

The quality that won a wide audience for "The Amenities" was further exemplified in "A Magnificent Farce," "The Greatest Book in the World" and "This Book-Collecting Game," which are merely extensions of "The Amenities." "A Magnificent Farce" is, in some respects, a more perfect quintessence of Newtonism than "The Amenities" itself. I know of one copy of the "Farce" on the flyleaf of which the author has written: "If the truth be told—not so good." And I have seen an inscription in another which reads: "The Farce contains two of my best essays, I think." The two, be assured, are "'20'" and "My Old Lady, London." As to those among the remaining ten papers which Mr. Newton holds to be "not so good," the reader is entitled to form his own estimate. I hope that, in his and Mr. Newton's view alike, one of them is not the essay entitled "A Slogan for Booksellers," which originally appeared in the *Atlantic Monthly* for October, 1920, and which won for Mr. Newton an honorary membership in the American Booksellers' Association. If he is ashamed of this paper then he is ashamed of his own prowess as a propagandist. For his watchword, "Buy a Book a Week," was immediately and enthusiastically adopted as a veritable battle-cry of read 'em. "There are millions," wrote its artificer, "to whom this slogan will make no appeal, but there are millions who will be attracted to it—or a better one.... Gradually it will be made to appear as disgraceful not to buy a book a week as it is to wear a celluloid collar or to use a gold toothpick"—this, of course, was written well before the introduction of the platinum toothpick. I do not know to what degree this campaign of hebdomadal acquisition has made itself felt; I do not suppose even the American Booksellers' Association knows. But certain it is that, whether as sloganeer or essayist, A. Edward Newton has stimulated reading (and reading inevitably presupposes the purchase of a book by some agency public or private) to an extent that would have won the grudging admiration of those short-sighted executives of the old Porter & Coates establishment who would not let him sell books.

Of the stimulus which Mr. Newton has imparted to book-collecting much can be said, but it can be said in few words: No other force in our time has exerted a tithe of the influence which "The Amenities" and its sister compilations have wrought in the collecting field. The effect which this influence has in its turn produced on book-buying by non-collectors may not be statistically demonstratable, but the effect has been produced none the less. Collector and reader are not mutually exclusive entities, despite an occasional inept asseveration to the contrary. The wide publicity won by the high prices paid for the manuscripts of Joseph Conrad at the Quinn sale seven years ago had a direct and pleasing repercussion in new—as well as in rare-bookshops. The first edition of "Moby-Dick" has increased tenfold in value in a shorter interval, and a half dozen cheap editions are now available to satisfy a reader demand that was anticipated in the auction room. The line is not always traceable with such assured preci-

sion, but the onlooker cannot fail to note (witness the instances of Emily Dickinson, Ernest Hemingway, Edwin Arlington Robinson, Edna St. Vincent Millay, and A. Edward Newton himself), frequent parallel curves of collector and reader interest.

It is ungracious as well as inaccurate, however, to intimate that Mr. Newton is in the main a supremely effective agent provocateur in a conspiracy of bookselling. True, he has done much conscious missionary work, both home and foreign. He has made three Trollopeans and heaven knows how many Johnsonians grow where one grew before. But above all else he has added to the sum of our delight. "By associating with you, Sir," said Boswell (that Boswell who, when the flatterer's mood was on him, used a barn door for a trowel)—"by association with you, Sir, I am always getting an accession of wisdom." It is an attribute that we need not acquire dolefully—not, at any rate, while "The Amenities" remains in print.

Are Booksellers' Conventions the Bunk?

Ernest Dawson

of Ernest Dawson's Bookshop, Los Angeles

I AM convinced that this convention business is tackled from the wrong end. The speakers who are applauded discuss usually the other fellow's problems—criticizing the publishers in such matters as poor books, discounts, blurbs, price cutting, dollar books and book clubs—yet the problems which the bookseller daily and hourly influences or controls are left almost untouched.

I have never heard scientific salesmanship discussed at a convention, yet most mercantile ventures rise or fall in proportion to the amount of good salesmanship practiced.

The sure success of a bookstore is more dependent on good assistants than most businesses, yet whoever heard of a convention giving serious attention to the problem of securing the best possible help,

or training them after they are found?

School of Methods Needed

I believe a convention conducted as a school of methods with an attempt to evolve the best practices of salesmanship, publicity, stock keeping and accounting, would be of real value. If sufficient booksellers could not be found to contribute ideas, other lines of merchandise could be profitably compared.

Overhead expense, advertising appropriations, rent we can afford to pay, developing mailing lists, fullest use of publishers' material, window display, store arrangement, signs that sell books, cash and book-keeping systems, collection practices, productive publicity, bargain sales, how to meet bills on schedule, use of bank credit, such questions vitally and persistently concern us.

Chain Store Methods

I gleaned my best ideas apart from the Convention Hall. I observed the functioning of a chain grocery; how one's choice is facilitated, everything priced, various brands of coffee together, today's specials at your elbow. Any bookseller who will spend an hour a week studying chain store merchandising, will gain more ideas applicable to bookselling than from any convention I have attended.

Learn from Department Stores

I passed a display window with this sign—"Summer days will be more welcome with this new gaily decorated furniture." The display was beautiful, but it was the human interest sign that made me want that furniture for a shady nook in our garden. I stepped inside and observed the tables and counters temptingly arranged with the most arresting merchandise but above all *priced* and usually with a human interest story. In talking later with one of the department managers I was not surprised to learn that this was one of the few large concerns in the country that made a 1930 increase.

In the executive offices of this same concern I saw a sign "Educational Director." On showing some interest I was shown a class room, seating about twenty, with black boards and charts where help is trained and instructed. This gave me the biggest idea of the trip. I'm going back to apply that idea in some form.

Other Book Shops

I gained some useful ideas by visiting the San Francisco book shops. Newbegin's have all books in the windows priced. All display tables bear neat tickets, guide signs are everywhere evident, showing location of stock, and larger signs direct to departments in the rear.

The best idea I gleaned at Newbegin's is a jacket for old books, something like the usual publisher's jacket, but only covering about one-third of the book. The jacket is of subdued color and typed or lettered on the back a description of its contents. I intend to use this idea immediately—adding date or price or both. They should preferably be used on books with dull backs—and the whole idea should be used sparingly.

In John Howell's Shop I saw guide signs neatly lettered on colored paper and pasted on the shelf edge. This is better than my practice of using thumb tacks or movable hanging signs.

Lighting

Many bookstores are poorly lighted. Book buyers use their eyes more than the average person and are likely to be sensitive on that point. One shop has a cathedral atmosphere—beautiful fixtures, lovely toned bindings, and pictures, inspiring an almost worshipful feeling—but the light is painfully inadequate for pleasant browsing.

Another well-known bookstore has good light when it is all turned on, but much of the time the switches are off, and parts of the shop are dimly lighted, or dark.

I know several small bookshops where only clear tungsten globes are used. It gives me a headache to look around more than a few minutes. In one large shop, there is a balcony circling the entire store, yet the only lights are large arcs in the center so that in looking at books on the balcony, one casts a shadow on the books he is looking at. I found one instance where the only light for a center double row of books was directly over the top. No direct light reached the book shelves but one faced a trying light in attempting to look up at the titles.

Every bookseller should analyze his lighting. There should be plenty of it, well diffused, as far as possible without casting shadows.

This subject reminds me that three years ago in a country town in England, the proprietor followed me around his dark shop with a tallow dip—picturesque perhaps, but not conducive to book buying.

No Panacea

There is no one thing that will right the booktrade. We need a searching analysis of our business practices and then courage and the willingness to build up slowly and surely on good foundations. The publishers' problems are no less acute than the booksellers' and it is folly to look to the publishers to solve our problems. But we do need to cooperate with the publishers who have been our best friends in the past and will be in the future.

Not Good Merchandisers

Some of our profession make a virtue of never holding a sale, never using price tickets and never advertising. In easier times such practices may have been successful but with books competing with radios, talkies and automobiles, we need to use up-to-date methods if we are to succeed.

On the average, I am afraid that we are not quite such good merchants as druggists, clothiers or grocers. Too much of the time business pushes us instead of our pushing the business.

If we can turn the spotlight on our weaknesses and then in a thorough-going fashion set about to remedy them—we should in time be better able to criticize the pub-

lishers constructively and face them with clearer consciences and cleaner ledgers.

Conventions Have Value

Conventions are worth while regardless of just how they are conducted. In the informal atmosphere, fellow dealers meet and are willing to talk about their methods and successes to an interested individual when no amount of pressure could get them on to a platform.

One meets authors, publishers and representatives and fellow booksellers on a social plane. One just can't go through a convention without absorbing something that will pay in dollars as well as satisfaction.

My plea is not for fewer conventions, but for a more practical use of them.

Fatal to Review

How Does One Review Books Over the Air?

Harry Salpeter

HOW does one review books over the radio, assuming that it is of any importance that they should be reviewed over the radio?

But before I make an attempt to answer that question, I shall state briefly my qualifications for venturing upon even a limited and sketchy discussion: I am in the middle of a second series of weekly book talks begun the first week in December and to continue throughout the first week of June. That is, at the moment of writing this I have made approximately twenty consecutive talks in which I have treated approximately sixty books, at length or in brief.

I have been asked: Would you not rather write than speak your reviews? Is it like writing a review for a paper and then reading it, instead of putting it in print? Do you have to "dumb up" your reviews? Does it not cramp your style not to know to whom, or at whom, you are speaking?

I shall attempt to be frank without reference to the jeopardy into which I may be put by frankness and without fear of a possible oblique self-exposure.

There is a delight in hearing the sound of your own voice and in ringing the

changes of it against the soothing silence of a radio station studio, and in the knowledge that in no less than 300 scattered homes (and perhaps a thousand) of friends, of relations, of acquaintances, of strangers to yourself and to your reputation, a partial hush has been imposed on some of the commonplace domestic activities in order that the sound of your voice might be heard the more distinctly and some kind of response elicited to your sincerities and your witticisms, if any. Radio speaking or singing or playing panders to all the instincts which we tabulate as the theatrical except that, on the radio, one must force all one has—or believes one has—of personality into the narrowed funnel of the voice. Men and women sing, play and talk over the radio for nothing, or for mere pittance, week after week for the sake of that factitious enlargement of themselves which they derive from the consciousness that they are being heard—by someone, somewhere. They virtually beg for evidences of the existence of unseen audiences—send us letters, they say; write to this station and we will send you a circular which will tell you, etc., etc. And the

pathetic scrawls come, asking for this or that bit of printed matter "which you advertised free on the radio." Dangle no bait and your mail bag is empty. To be sure, many of the performers who rush around from station to station—the small ones, mainly—are seeking frantically for the pot of gold at the end of the rainbow—contracts, engagements, success, laudation, Amos 'n' Andy, Rudy Vallee. But every time after I have spoken my fifteen-minute piece on three books and on the topical matters which their titles, their authors or their subject material suggested, and suffer a little from that decline of spirit which follows the expenditure of nervous energy, I have asked myself: "In whose memory, except possibly in my own vain one, is my opinion or feeling about this or that book registered as indelibly as it would have been had it been put in print, so that if my pride in that opinion, or feeling, continued I might at some future time point to it and say: This I did, there it stands, read it?"

But you do not approach the microphone with regret that what you are about to speak, or read, will be dissipated in the air of the three hundred, or thousand, or ten thousand rooms into which your voice is about to penetrate, in clear or distorted fashion. Nor do you, if you have been making your living as a writer, speak as you would write. You suit your technique to your medium. You speak as you would speak, whatever your subject. You would rather be heard by ten wise men than by a thousand fools, but eight of the ten wise men may have no radios, and the radio of the ninth may be out of order, and the tenth may not be interested in anything you may have to say about anything—books included. He is too sure—and maybe justly—of his own opinions. You may have a thousand fools only for your audience, but the greatest of them would be yourself did you assume that you were compelled to reduce your discourse to the level of fools. Your problem is to speak interestingly. It is not to hug the book too tightly; your point of reference, as in a printed review, is not the book, but the largest common denominator of interests, without degradation to yourself or your hoped-for audience. I think you can catch insincerity and condescension in a radio voice as well as in anything. In your voice and in the mate-

rial which you write for your voice, you are under a constant strain of competition—with breakfast, lunch or dinner, or tea, with the urge to talk or gossip, with the desire to play bridge, with the tendency to use your voice, or anybody's as a background of sound against which so many homes with radios seem to conduct their routine. For vanity's sake, at least, your voice must insist on attention, exclusive attention, not by tyranny, but by insinuation. I bear it as a feather in my bonnet that an acquaintance cut short a telephone call with these words: "Please make it snappy, Salpeter's on the air." This man, I must say, was much more intelligent and discriminating than that other in whose home Alexander Woollcott's most brilliant broadcast on books—his farewell appearance, as it happened to be—was used merely as a background of noise for a game of contract bridge.

The answer to the question with which this contribution to humane letters opens—How does one review books over the radio?—is this: It is fatal to *review* books over the radio; it is much more sensible to talk around and about books, to go away from them, while you're pretending to talk about them, and come back again, to commend and to attack, to make allusions and references in the week's news and the week's gossip and the week's personalities, but not to review, orthodoxically. You use the book instead of depending from it. The ideal radio reviewer is a glittering dragon fly whose flight over a book is theatrically charted with the intention of indicating its existence and, possibly, its excellence; he is not a mole patiently burrowing through books. If I am rationalizing my own method—popular and uncritical as it is—I do so with some knowledge of the response which its application has elicited. But this method has been that also of the peer of radio book reviewers, Mr. Woollcott. And if Mr. Woollcott has not despatched to the bookstores of their communities any tabulatable portion of the listeners on the forty-two radio stations which have been at his command fifteen minutes a week, that is because pioneers rarely achieve the final result. At the very least Mr. Woollcott has made many more men and women aware of that generic thing called "book" than they were before. It is a most difficult thing to com-

mand attention for fifteen minutes, hammer at the names of the three books you are to talk about so that your listeners will not forget the titles without, at the same time, strolling a little distance from the subject of your discourse. Your first mandate is to be interesting; your second to be interesting about the books you are discussing, and your hope is to make book readers and book buyers out of your listeners—tomorrow or the day after, if not today. Although I do not propose to dwell at length on the commercial effects of radio book reviewing, it seems futile to expect from radio reviewers alone the results which unanimous praise in print has often failed to achieve for books. So far as I know, only one publisher has attempted to trace the effects of radio reviews on sales. In postal card questionnaires placed in copies of Ogden Nash's "Hard Lines," the purchasers were asked to state by what influence they were persuaded to buy the book. Of those who responded, thirty-five asserted that they were "sold" by radio reviewers. Alexander Woollcott, Clifton Fadiman and myself had talked about this book—in varying degrees of enthusiasm. Which suggests to me that a battery of radio reviewers, supporting the first line of newspaper reviewers and mouth-to-ear enthusiasts, can manage to be of some effectiveness in that never ceasing battle of publishers—to get readers into the stores and books out of them.*

Again we revert to the question—How does one review books over the radio?—which I shall answer, in more explicit detail, only as applications of my point of view are concerned. Whenever possible, I intrude my own personality into the book, by way of the personality of the author, if I know anything about it. In reviewing

* After I had written this article I was informed of the one instance in which a radio reviewer, single-handed, proved his efficiency in moving a book. Alexander Woollcott, in his farewell review of Saturday, March 7, threw his hat into the air for Paul Alverdes's "The Whistlers' Room," a brief novel about a group of men wounded in the war in such a manner that they could not converse normally, but emitted whistles for speech. The American edition had been published in January, 1930, in a printing of 2,000 copies. On the evening on which this review was delivered, 320 copies of that first edition were still unsold, in the stock room of the publishers. By Wednesday morning, March 11, every copy had been sold, and the publishers are to issue a second printing of 2,000 copies. It is only fair to add that, as a private individual, Mr. Woollcott had been marking his letters with this rubber-stamped question: "Have you read 'The Whistlers' Room'?" No other influence had been brought to bear.

[This story without the figures appeared in the March 21 *Publishers' Weekly*.—Ed.]

Knut Hamsun's "Vagabonds," for example, I told some anecdotes about him which had been given to me by a famous European novelist, but with a strict injunction not to use these anecdotes in print in connection with his name. One of these referred to Hamsun's conduct at the ceremony at which he was awarded the Nobel prize. In reviewing Frank Shay's "Here's Audacity!", a book of legendary American characters, I skilfully worked into my talk a little bit of anthropology concerning the legend-making habits of young races, and of the hero-worshipping habits of my own childhood. Rockwell Kent's "N by E" gave me an excellent opportunity to give a character sketch of Mr. Kent, for which I drew not only from my own memory, but from a heap of newspaper clippings on his early career. When I have a book of humor, like Groucho Marx's "Beds" or the compilation of schoolboy howlers, "Boners," I quote, either directly or indirectly. In reviewing "The Education of a Princess" by the Grand Duchess Marie of Russia, I directed my appeal to feminine listeners by spending a disproportionate amount of time on the formalized courtship and over-ceremonious marriage, indicating the bondage of the nobility to the choices made for them by considerations of international polity. Hergesheimer's "The Limestone Tree" compelled me to abandon all the audience-holding considerations; I spoke about the book, and of nothing else, quoted from it, urged its purchase, repeated its name, compared it with the best of the author's work. A genuine enthusiasm is better than any device, but few books deserve the enthusiasm I gave to "The Limestone Tree." "Hard Lines" furnished me with the opportunity to quote humorous verse, not only Nash's, but Hofenstein's and Lewis Carroll's. I have talked of other books and I shall talk of many others yet to be published, and I shall discover other variations of method to the end that I may meet and overcome the natural resistance in the average person to listen to anyone but an entertainer for the full length of fifteen minutes.

I believe that a man writes or talks according to what he is and that his audience quickly, or painfully, discovers him. To "dumb up" a radio broadcast is disastrous—but the phrases, "to dumb up" and "to make interesting" are not interchangeable.

The Bookseller Profits

*A Second Reprint House Comments on the Non-fiction
Reprint Situation*

Robert DeGraff

Garden City Publishing Company

AFTER reading Mr. Fuller's articles on non-fiction reprints in the *Publishers' Weekly* of January 31 and April 25, also Mr. Melcher's editorial in the latter issue, it seems possible that some of the trade do not understand the underlying principles on which this business was started nearly six years ago. For a good many years, there had been popular-priced reprints of fiction, which were issued after the sale of the original editions had fallen to a point at which it was no longer economical to publish them. As interest in non-fiction books was increasing, it seemed logical to assume that reprint editions of non-fiction could be published when the original editions ceased to bring a satisfactory return, or when we could guarantee to the original publisher, and the author, a sale in a dollar edition that would show them a larger profit (in royalty) than they would receive were they to continue with their existing editions. Under these conditions, the Star Dollar edition has meant a far larger increase for the bookseller than for either the publisher or the author. Let us see just how this works out.

As examples, I will take a few of our books. "Astronomy For Everybody": this title was selling about 100 copies a year at \$2.50 when we put it into the Star Series. The approximate sale of the Star edition in four and a half years, through bookstores, has been 40,000 copies. This means a revenue for booksellers of \$40,000 against \$1,125. "Story of Religion": the sale of this title in the original \$5 edition had almost stopped, while the approximate sale in the Star edition through the bookstores since last September has been 20,000 copies; again, a revenue for the booksellers of \$20,000 against a possible \$2,000. "Story of Philosophy": here is a title which many booksellers might say had been re-

printed too soon. The year before Simon & Schuster gave us this title, they sold about 10,000 copies at \$5. It has been estimated that it would have sold about 7,000 copies at \$5 during the last year, which would have amounted to \$35,000 in retail sales. Instead of the \$35,000, booksellers have sold, during the past 12 months, over 200,000 copies at \$1.00, showing \$200,000 sales in the dollar edition as against a possible \$35,000 in the original edition. (The sales given above include only those made through bookstores.)

I have used examples of three different types of books: first, one that was practically out of print, and on which the booksellers were receiving very little revenue; second, a book which, for some reason or other, did not sell well in the original edition, and which was, consequently, released under the two year period, and which has been justified by the excellent sale in the dollar edition; third, a book which had a large sale in the original edition, but a still larger sale in the reprint edition more than three years after the original publication. It seems to me that it is impossible to lay down a hard and fast rule as to when books should be reprinted. There are many excellent titles, that have been published for five years or more, which we should like to include in the Star Series. We do not, however, publish a dollar edition, unless we can earn more for author, publisher, and booksellers. With us, it has been a question of reprinting a book as soon as the author, original publisher, and bookseller will make more money by selling a dollar edition than they would by continuing the original edition. I believe this holds true in any business; when something can be done a different way to make more money for all

concerned, the new way will be adopted, and not before.

Mr. Fuller's question as to whether dollar non-fiction reprints are destroying non-fiction best sellers in the original editions is competently answered by Mr. Reynal in his article in *Publishers' Weekly* of April 4. We all know that the sales of such books as Mr. Reynal mentioned, and there is every reason to believe that new non-fiction *that is worth the price* will continue to sell in large quantities just as new fiction *that is worth the price* will sell in large quantities, despite the reprint editions of other titles. It has been said that possibly the non-fiction reprints have affected the sale of "mediocre" new titles, while it has not affected the titles that have been worth the published price. If this is the case, possibly we should all be better off by eliminating "mediocre" titles from the publishers' lists as well as from the booksellers' shelves.

Certainly, any phase of our industry which affects alike author, publisher, and bookseller should be discussed, and all the light possible thrown on it, but it is hard

to prove what *might* have happened if something else had been done, or not done. Only by analyzing facts and figures can we learn the real situation. The moving picture industry might question the advisability of showing in small theaters at 35c. the same picture which only a few months previously required "Standing room only" signs at larger theaters at \$2 prices. They know, as we do, that there is a time when lower prices bring increased revenue. I believe the majority of us feel that there is a vast number of readers who are unable to pay the published price for a book, but who welcome the reprints, both fiction and non-fiction, which bring increased profits to author, publisher, and bookseller alike. As Mr. Melcher points out in his editorial, the situation is in able hands—not one of the houses selling non-fiction reprints would want to see the sale of non-fiction in the original editions destroyed or lessened, but, on the contrary, they have been striving to build a business which means increased profit, not only for themselves, but for the publishers and booksellers as well.

In and Out of the Corner Office

WILLIAM S. THOMPSON has resigned from the organization of E. P. Dutton & Co., Inc., to take the management of the mail order book business of Doubleday, Doran & Co. effective June 1st. Mr. Thompson is treasurer and a director of the National Association of Book Publishers. ❀ ❀ ❀

Thomas B. Wells, Editor of *Harper's Magazine* and chairman of the board of directors and executive committee of Harper and Brothers, will retire on May 18. ❀ ❀ ❀

Russell I. Garton has resigned as sales manager of the Macmillan Company and has joined Richard R. Smith, Inc. William H. Murray, recently director of the Macmillan Company and manager of the Religious Book Department, has also joined Richard R. Smith, Inc. The directors of the firm are Ray Long, Alfred C. Dent and Richard R. Smith. ❀ ❀ ❀

Ted Lilienthal sailed recently from San Francisco for an extended visit in conti-

ental Europe and England, where he will visit book centers in the interest of Gelber, Lilienthal Inc., booksellers of San Francisco. ❀ ❀ ❀

Mrs. Rose Isaak, who has for nine years been in charge of the Rare Book Department at Paul Elder & Company, has left to go to Dawson's Book Shop where she will specialize in the older first editions and in press books. ❀ ❀ ❀

John L. Heaton, for many years an associate editor of the *New York World*, has joined the Vanguard Press in an advisory capacity. ❀ ❀ ❀

Robert O. Ballou of Cape & Smith sailed on the *Rotterdam* last week for England. ❀ ❀ ❀

Frances Phillips of William Morrow & Co., sailed for Europe on May 15th, on the *Olympic*. ❀ ❀ ❀

Marion Fiery, head of the Children's Department of Knopf sailed on the *Ile De France* for a European trip on May 15th.

Convention Program

THE convention opens Monday afternoon, the 18th, with an address by President George W. Jacobs. The Get-Together Dinner-Dance on Monday evening will begin at 7:30 on the Hotel Bellevue-Stratford Roof. An Open Forum Session is scheduled for both morning and afternoon on Tuesday, with a motor trip following its adjournment and a dinner-dance that evening at the Merion Cricket Club, at 7:00. Wednesday will be filled with Round Table Discussions and

in the evening, Authors' Night at the Academy of Music. An informal authors' round table will be broadcast for a half hour on Wednesday afternoon from 5:15 to 5:45, Eastern Daylight Time, over WCAU, Columbia Network. Reports of the committees will be read on Thursday morning and the thirty-first annual banquet will be held that night at seven o'clock. The full schedule for the Small City Round Table Group is printed below. Robert Saltmarsh acts as chairman.

Small City Round Table Program

Morning Session

- 9.00 Informal Discussion—members will request subjects for discussion.
- 9.30 "Book Merchandising" by Robert DeGraff of the Garden City Publishing Company.
- 9.50 "Book Display" by A. A. van Duyn of the Doubleday, Doran Bookshops, Inc.
- 10.20 "Book Advertising" by Major I. D. Carson of N. W. Ayer & Son.
- 10.40 "A Word From the Publishers" by Marjorie Griesser, National Association of Book Publishers.
- 10.50 "How Can We Sell More Books?" by L. V. Harvey of Pomeroy's, Inc.
- 11.00-12.30 General discussions on problems of the trade as brought out by the speakers.

Afternoon Session

- 2.00 "Why We Are Here" by Ellis W. Meyers.
- 2.10 "The Dollar Books—Their Proper Place in a Book Store" by Eugene Reynal of Blue Ribbon Books.
- 2.30 "Book Posters—Value and Proper Use" by Daniel Longwell of Doubleday, Doran.
- 2.50 "Some of Our Book Problems" by Miss L. K. Bollman.
- 3.10 "A Bookseller's Creed" by Herbert C. Jones of the Portland Book Shop.

General discussion of problems of the group led by Frank G. Vogel of the Ultima Book Shop, Providence, Imogene Weeks of the Whaler Book Shop, New Bedford, I. Witkower of Hartford, F. L. Reed of Grosset & Dunlap, G. W. Larson of Baker & Taylor, on subjects they and the members may select to include:

Year Round Selling of Children's Books
Books as Price Merchandise
Profit in the Circulating Library
Methods of Effective Advertising
Stock Control

First Editions—Rare Books
Release of reprint editions
How to meet the new competition
Remainders

Best Sellers in April

THE fiction leaders of best sellers for April were again "Grand Hotel" and "The Bridge of Desire." "The Good Earth" made a big gain in sales, going from seventh place in the preceding month to third place last month. All but one of the other ten best sellers were new to the list, a mark of a new book season. "Flamenco" by Lady Eleanor Smith leapt into immediate popularity, taking fourth place in its first month of publication. Lady Smith's first novel, of last year, was "Red Wagon." "White Fawn" by Olive Prouty and "The Winding Lane" by Philip Gibbs were mentioned in the *Publishers' Weekly* last month as prospective best sellers. Hugh Walpole's tale of horror, "Above the Dark Tumult" had not been out long enough to make its mark on the March list, but it reached seventh place in April. "Imperial Palace" is again eighth on the list, and two more new novels, both by always best-selling authors, complete the list: "Ambrose Holt and Family" by Susan Glaspell and "Storm Drift" by Ethel M. Dell.

Other fiction titles that came into prominence during the last month were "Silver Wings" by Grace Livingston, "Clowns and Criminals" by E. Phillips Oppenheim, "The Gringo Privateer" by Peter B. Kyne, "The Vintage of Yon Yee" by Louise Jordan Miln, and "Men Dislike Women" by Michael Arlen.

For the third month "Education of a Princess" led the best-selling non-fiction by a wide margin. "Boners" was its closest rival, passing "The Story of San Michele" on the list and taking second place. Culbertson's "Contract Bridge Blue Book" is also gaining in sales every month. It is fourth on the list. Edna Millay's newly published book of sonnets, "Fatal Interview," made the halfway place on the list during its two weeks of publication in April. Three more newly published volumes took their place among best-selling non-fiction, "Jungle Ways" by W. B. Seabrook, "Men of Art" by Thomas Craven and "More Boners": and three more new books were well on their way toward best-

sellerdom, "America's Way Out" by Norman Thomas, "The Stars in Their Courses" by Sir James Jeans, and "Business Adrift" by Wallace B. Donham.

Among juveniles the new best-selling titles during April were "Black Face" by Thelma Bell and "The Christopher Robin Birthday Book," by A. A. Milne.

FICTION

- Baum. "Grand Hotel." *Doubleday, Doran*, \$2.50
 Deeping. "The Bridge of Desire." *McBride*, \$2
 Buck. "The Good Earth." *John Day*, \$2.50
 Smith. "Flamenco." *Bobbs-Merrill*, \$2.50.
 Prouty. "White Fawn." *Houghton Mifflin*, \$2.50
 Gibbs. "The Winding Lane." *Doubleday, Doran*, \$2.50.
 Walpole. "Above the Dark Tumult." *Doubleday, Doran*, \$2.50
 Bennett. "Imperial Palace." *Doubleday, Doran*, \$2.50
 Glaspell. "Ambrose Holt and Family." *Stokes*, \$2.50
 Dell. "Storm Drift." *Putnam*, \$2.

NON-FICTION

- Marie. "Education of a Princess." *Viking Press*, \$3.50
 Abingdon. "Boners." *Viking Press*, \$1.
 Munthe. "The Story of San Michele." *Dutton*, \$3.75
 Culbertson. "Contract Bridge Blue Book." *Bridge World*, \$2.
 Millay. "Fatal Interview." *Harper*, \$2.
 Seabrook. "Jungle Ways." *Harcourt, Brace*, \$3.50
 Craven. "Men of Art." *Simon & Schuster*, \$3
 Shaw. "The Road to Culture." *Funk & Wagnalls*, \$2.
 Abingdon. "More Boners." *Viking Press*, \$1.
 Hindus. "Humanity Uprooted." *Cape & Smith*, \$3.

JUVENILES

- Siple. "A Boy Scout with Byrd." *Putnam*, \$1.75

Twain. "Tom Sawyer." *Grosset & Dunlap*, 75 c.
 Field. "Hitty." *Macmillan*, \$2.50
 Hillyer. "A Child's History of the World." *Century*, \$3.50
 Hillyer. "A Child's Geography of the World." *Century*, \$3.50
 Morrow. "The Painted Pig." *Knopf*, \$2.

Flack. "Angus and the Ducks." *Doubleday, Doran*, \$1.
 Bell. "Black Face." *Doubleday, Doran*, \$1.50
 Perkins. "The Indian Twins." *Houghton, Mifflin*, \$1.75
 Milne. "The Christopher Robin Birthday Book." *Dutton*, \$2.

In the Bookmarket

BEGINNING with the June number, *Holiday* will be combined with *Travel*, both magazines continuing publication jointly under the latter name. *McBride* is the publisher.



Winifred Howard, editor of the Juvenile Department of *Oxford University Press*, left on May 12th on a five months' tour of the world to gather material for future literary work. She is the author of a book of children's verse "Out of the Everything" (*Oxford*).



Rudge published "Empire State: A Pictorial Record of Its Construction" by Vernon Howe Bailey on May 1st, simultaneously with the official opening of the Empire State Building.



Eugene O'Neill's new play is called "Mourning Becomes Electra" and is a trilogy which will be played in three nights. The Theatre Guild will produce one part each week for three weeks running. *Liveright* will publish the trilogy in one volume.



Sabatini will be here on a lecture tour in the fall under the Lee Keedick management, his first in America, or anywhere else. His subject will be "History in Fiction or Fiction in History."



Mary Agnes Hamilton, author of "Three Against Fate" is coming over here after Christmas on a lecture tour under the Feakins management. Her new book "The House of Commons Murder" will be out soon. She is a member of the Gibbs-Cosmo Hamilton family through marriage.



Gordon Grant, author of "Sail Ho!" (Payson) aboard the "Star of Alaska."

Alfred H. King, Inc., have postponed the publication of Aylwin L. Martin's "Encumbrances" from June to August.



Erich Maria Remarque, author of "All Quiet on the Western Front" and "The Road Back" (*Little Brown*), denies that his name is Kramer or ever was. He says "that it is a fairy tale invented by some German militarists and disseminated in the press."



On June 5th, twenty-one years after the death of O. Henry, *Appleton* will appropriately publish "The Caliph of Bagdad," a life of O. Henry by Robert H. Davis and



Courtesy of the Boston Post

Grand Duchess Marie at the Old Corner Book Store in Boston

Arthur B. Maurice, two of his old associates.



Grand Duchess Marie is the first author ever to autograph books in the Old Corner Book Store in Boston. The experiment must have been a success, for over three hundred copies of "The Education of a Princess" were sold that day.



Within the first week after the publication of Edna St. Vincent Millay's "Fatal Interview" (*Harper*) four editions had been exhausted, orders had been received for the entire fifth edition, and the sixth edition had gone to press. One dealer ordered a thousand copies of the book.



Now that "Married Love" (*Putnam*) has been cleared by the courts, it is interesting to recall that it caused the suppression of an entire issue of *The Survey* because the magazine contained a review of the book by Mary Ware Dennett. This happened back in 1918.



Minton, Balch will have a new book by Alice Grant Rosman, "The Sixth Journey," out in June.

The Mohawk Press has postponed the publication of "Talking Your Way Through Europe" and "Wisconsin Writings" to May 28.



The *Parents' Magazine* medal for 1931 was awarded to Angelo Patri, author of "The Questioning Child" (*Appleton*).



The *Illustrated Editions Company*, 100 Fifth Avenue, will begin publishing a series of illustrated dollar books, on May 10. France's "Thais," Wilde's "Dorian Gray" Omar Kháyyám and Baron Munchausen's adventures make up the first titles. All the books will be printed from new plates.



Donham's "Business Adrift" (*McGraw-Hill*) is in its third printing.



Paul W. Stoddard of the Department of English, Bulkeley High School, Hartford, Conn., has been awarded fifty books as a prize by the Book Publishers' Research Institute for inventing the word "book-sneaf" which signifies a person who borrows books from his friends and forgets to return them. The judges were Harry Hansen, Burton Rascoe and J. C. Grey.



The first day this display of wrapped and addressed advance orders on the Pershing book was put in, Stewart Kidd sold eight sets, although approximately \$6,000 of advance business had already been taken in

Harriet Henry's "Lady With a Past" and "Jackdaws Strut" (*Morrow*) will both be filmed by Pathé Pictures. Constance Bennett will be the star.



John Bakeless, former Associate Editor of *The Living Age* and editor of *The Forum* has written a book called "Magazine Making" which *Viking* published on May 1.



"Poems and Plays" by Dame Elizabeth Wordsworth, (*Oxford*), a great-niece of the poet, is scheduled for June.



"That Royal Lover" by Konrad Bercovici (*Brewer*), an illuminating study of King Carol of Rumania, will, unfortunately, automatically expel Bercovici from the land of his birth.



Every new scandal in Paris is a source of profit to Maurice Privat, French writer, who writes each one up in book form. His

next book will be called "The Finest Swindler I Ever Knew" and is based on a current insurance scandal.



Rumor has it that *Mohawk Press, Inc.*, will publish a biography called "Mayor Harding of New York."



A unique window display of N. L. Martin's "The Russian Wolfhound" (*Judy Publishing Co.*) in George W. Jacobs' bookstore, Philadelphia, had a number of large dog pictures and etchings and several playful Russian wolfhound puppies in it, which attracted much attention.



Knopf will publish a new book by Willa Cather August 7. It's to be called "Shadows On the Rock."



Minton, Balch have made arrangements with A. L. Burt to issue reprints of "Visitors to Hugo," "Blood Royal," "Murder

"At Sea" and "Manhattan Night." These will be issued between July and October.



Warren Brown has written an intimate story of Rockne's career which *Reilly & Lee* will publish on May 25. It will be called "Rockne."



The Fortnightly Forum, under the auspices of Moss & Kamin, booksellers, announce that Frances and Mason Merrill, co-authors of "Among the Nudists" (*Knopf*) will speak on their book on Friday evening, May 22nd, in the lounge of the George Washington Hotel, 23rd Street and Lexington Avenue.



Mme. Delarue-Mardrus, the well-known French author, was guest of honor at a reception on Monday afternoon at the St. Moritz given by Mlle. Jeanne Dauban. M. Fortunat Stravinsky assisted in the receiving line.



Stewart Kidd of Cincinnati sold 350 copies of B. Y. Williams' book of poetry, "House of Happiness," (*Sully*) to the Delphian Chapters to be used as souvenirs.



Gilmore Millen, whose first novel "Sweet Man" (*Viking*) was quite a success, had his first play "Flame" accepted recently by Jed Harris for October production.



The Nobel Prize award has increased the demand for translation rights for Sinclair Lewis' books. *Harcourt, Brace* has over eighty translation arrangements under contract.

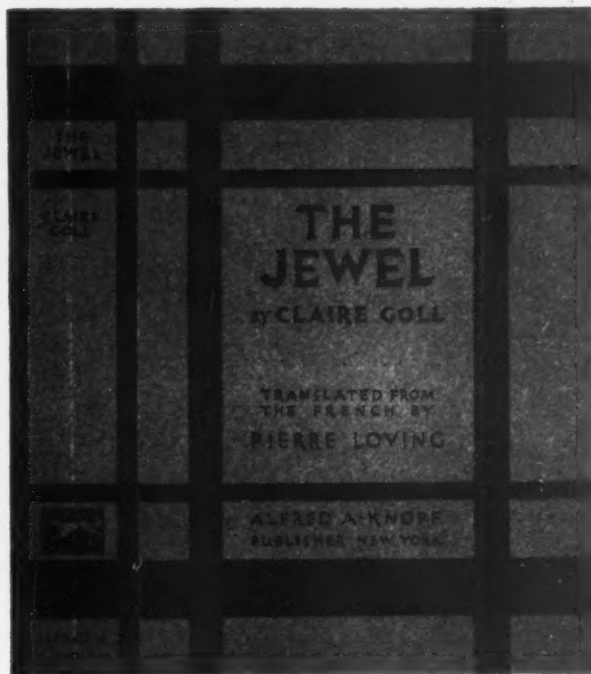


Farrar & Rinehart will publish on June 25th "Ho Hum!" a collection of newsbreaks from *The New Yorker*. The word newsbreak means simply a filler for a magazine article which runs too short. Magazines use various newsbreaks, but *The New Yorker* uses excerpts from newspapers and other publications that are funny because they contain some error of typography or judgment.



Knopf has made to jackets for Claire Goll's forthcoming (June 5th) novel, "The Jewel." A work of literary value and of interest to serious readers, the publisher accidentally discovered that it had appeal

for the average circulating library clientele. Hence the attempt to reach both classes of readers by making two jackets. Both jackets will be supplied to each bookseller who will be urged to try them on his customers.



Two where one grew before



British Columbia Government to Control Price of Textbooks

THE British Columbia Government will in the future control the price of all school textbooks in British Columbia according to an announcement recently made at the Provincial Capital, Victoria, by the Honorable Joshua Hinchliffe. Regulation of the sale of textbooks on a basis worked out by the Council of Public Instruction will shortly go into effect. The plan, while avoiding a government monopoly of the sale of the books, at the same time ensures that no unfair prices will be asked of parents for schoolbooks required by their children. Textbooks used in British Columbia schools will be sold as before by retail stores dealing with the publishers.

Women's National Book Association Meeting

A REGULAR meeting of the Women's National Book Association will be held at the National Arts Club, 119 East 19th Street, on Tuesday evening, May 19th, at 8:00 P.M. The speakers will be: Clarice Blake, author of "Sky Farm" and the forthcoming "Roofs of Weir" to be published by Little, Brown; Rosamond Gilder, author of "Enter the Actress" published by Houghton Mifflin.

Women who own or are employed in book shops are cordially invited to attend this meeting. This is to be the last meeting of the season.

Carnegie Corporation Fellowships

TWELVE librarians in the United States and Canada are to receive grants from the Carnegie Corporation of New York for graduate study during 1931-32. The grants range from \$1,000 to \$2,500. Among them are Alice R. Brooks, Instructor, Drexel Institute, who will specialize in school library development in preparation for teaching school library courses; Helen Martin, Assistant Professor, School of Library Science, Western Reserve University, Cleveland, Ohio, who will study abroad the recent European investigations as to basic juvenile reading habits and interests; Eunice Wead, Assistant Professor, Department of Library

Science, University of Michigan, who will study existing remains of equipment for housing and caring for books.

Communications

THE BOOK ADVERTISING GAME

Franklin Spier, Inc.,
545 Fifth Ave., New York.
May 11, 1931.

Editor, *Publishers' Weekly*:

Anent the article on page 2304 of the May 9th *Weekly* ("Book Publishing and Selling—Advertising Memorandum," by Graham Hughes, Advertising Counsellor, Altadena, California), it must be evident to everyone who has been in or connected with the book business for any length of time that this is all old stuff; we've heard it all before.

If Mr. Hughes and the Western book-sellers will look at the campaign which the A. B. A. ran in Pittsburgh and Cleveland a year ago last fall, he and they will find exactly those "striking and sensational headlines," "the angle that it is a smart, correct and fashionable thing to own books," "the vanity motive," "the slogan" and all the other copy angles that he recommends.

Every so often some advertising expert or other (vide Earnest Elmo Calkins and his \$2,000,000 campaign) discovers the book business. What they have yet to discover is a way to make the book business pull together (retailers and wholesalers) past the first few feeble gasps. The A.B.A. campaigns stopped in the middle because the important stores refused to stock the books that were being advertised, and the publishers, quite properly, refused to continue to shoulder their nine-tenths of the burden without this necessary cooperation.

FRANKLIN SPIER.

Obituary Notes

OSCAR M. MILLER

OSCAR M. MILLER, general director of the Presbyterian Board of Publication, Philadelphia, died in Philadelphia on May 7th, after a minor operation. The funeral services were held on May 11th at Delaware, Ohio. Mr. Miller was born near Fostoria, Ohio, September 25, 1879. After graduating from the Fostoria High School he entered Ohio Wesleyan University,



This window display of "Married Love" in Putnam's Bookstore in 45th Street has been attracting much attention this last week



Morley's "John Mistletoe" (Doubleday) and Vernon Howe Bailey's "Empire State" (Rudge) are being displayed in three windows of the Empire State Building

Courtesy of the Daily News

Delaware. After teaching for one year at Wesleyan he left to become general secretary and education director at the Y. M. C. A. In 1914 he became connected with Pace and Pace, accountancy educators, in New York City, also giving two years to the war personnel board of the Y.M.C.A. After five years' service with the Standard Oil Company of New Jersey he joined the Foundation Press of Cleveland as secretary and sales manager. In 1927 he became general director of the Publication Department of the Board of Christian Education, with headquarters in Philadelphia. As manager of the very large publication interests of the church, Mr. Miller had made a notable record, and he was recognized in the general councils of the church as a wise advisor and a man of business sagacity and deepest devotion to the Christian cause. He was a member of the American Management Association, the Publishers' Section of the International Council of Religious Education, the American Booksellers' Association and the Poor Richard Club of Philadelphia.

JESSE LEE BENNETT

JESSE LEE BENNETT, author and columnist, died in Baltimore, on April 21. He was fatally stricken by a heart attack while fighting a fire that spread from the woods to his property on the Magothy River. He was born in Baltimore, on September 20, 1885 and was graduated from Johns Hopkins in 1904. He was the literary critic with weekly signed article in the Baltimore *Evening Sun*, 1916-22; writer of a column in the Baltimore *Sun* entitled "I, Sir, Believe in Everything. I am a Skeptic" and author of "On Culture and a Liberal Education," "What Books Can Do For You," and other books.

Changes in Price

D. APPLETON & COMPANY

"Fair Harbor" by Joseph C. Lincoln, increased from \$2.00 to \$2.50.
"Cap'n Warren's Wards" by Joseph C. Lincoln. Price increased from \$2.00 to \$2.50.

Business Notes

BEAVER FALLS, PA.—The firm of William T. Reeder has moved to its new location in the Masonic Temple Building at 721 Twelfth Street, where they claim to

have one of the most up-to-date Book and Stationery stores in the western part of the state. The firm has previously conducted its business for the past 22 years from 1215 Seventh Avenue.

BOSTON, MASS.—Galleon Book Shop, 3 Irvington Street, out of business.

BROOKLYN, N. Y.—Buddy's Book Shop, A. Handler proprietor, opened at 785 De Kalb Avenue.

CEDARHURST, L. I.—Bon Ton Book Service, 371 Spruce Street, out of business. Proprietor deceased.

CINCINNATI, O.—After 43 years on Seventh Street, The James Book Store moved on May 1st to a new location in the Blymer Building, 516 Main Street. The firm features worth-while books, both old and new.

FORT WAYNE, IND.—The Fort Wayne Book Shop, Inc., 126 E. Wayne Street, announces the opening of two rental library branches located as follows: Decatur, Ind.: in the Green Kettle Confectionery, V. J. Borman proprietor. Bluffton, Ind.: in the Hollywood Confectionery, John Belger proprietor. Both branches are owned and operated by the Fort Wayne Book Shop and the libraries are stocked through the Fort Wayne office.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

June—"Father" by Elizabeth. *Doubleday, Doran.*

LITERARY GUILD

June—"The Martial Spirit" by Walter Millis. *Houghton Mifflin.*

THE BOOK LEAGUE OF AMERICA

June—"Mexican Maze" by Carlton Beals. *Lippincott.*

THE FREETHOUGHT BOOK CLUB

June—"Our Gods on Trial" by William Floyd. *Arbitrator Press.*

THE SCIENTIFIC BOOK CLUB

May—"Biology in Human Affairs" by Edward M. East. *McGraw-Hill.*

THE RELIGIOUS BOOK CLUB

May—"The Recovery of Worship" by George Walker Fiske. *Macmillan.*

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE high point among the week's non-fiction is undoubtedly Sisley Huddleston's "Back to Montparnasse" in which the author of "Paris Salons, Cafés, Studios" tells us more about the famous Latin Quarter of Paris and its brilliant personalities of international fame. The illustrations, photographs and drawings, contribute no little part to the charm of the book. "That Royal Lover" by Konrad Bercovici, comes at a time when the newspapers are carrying daily stories about the changing relationships of the Roumanian royal family. The author's interpretation of the why's and wherefore's of the situation is provocative of thought and talk. In "Endurance" Commander Frank Worsley tells another story of heroism in a frozen wilderness. The volume is chiefly concerned with the Antarctic voyages of the late Sir Ernest Shackleton.

A mystery story, published this week, is one which has been famous ever since its first printing in 1794. "The Mysteries of Udolpho" by Mrs. Ann Radcliffe, is welcome in its Everyman edition, as the great-grandmother of the modern thriller. A good addition to the Modern Readers' Series is Dickens' "Great Expectations" in one volume. Covici, Friede's edition of "The Complete Works of François Villon" is now available to a greater audience with its appearance in a cheaper trade edition. "Behind Moroccan Walls" is a large and handsome volume containing the stories of

Henriette Celarié, adapted and translated by Constance Morris and illustrated by Boris Artzybasheff. "A Book of Short Stories," intended primarily for college students, contains an excellent selection of stories from Washington Irving to Katharine Brush. It is bound attractively and could easily find its bookstore buyers. It is listed under *Pugh*.

Children's books include a good-looking new edition of *Parkman's* "Oregon Trail" and the new fifty-cent edition of "Tom Sawyer." See *Twain*. Two books helpful to parents are "Attractive Parties for Children" by *Fitch*, and "The Family Sees France" by *Adams*, the latter recounting the experiences of a real family of five during a year in France.

"*Living Authors*" is a publication of the H. W. Wilson Co., a valuable reference work for biographical details on the principal authors that are read in this country. Another good reference work that fills a definite place is the little two-volume English-Russian, Russian-English dictionary from Lippincott. See *O'Brien*. "*Economic Behavior*," another two-volume work, is an interesting treatment of introductory economics.

Other valuable books on special subjects will be found under *Forster*, "Country Houses"; *Wittels*, "Freud and His Time"; *Mann*, "Peasant Costume in Europe"; "*The Game of Golf*"; and *Douglas*, "The Problem of Unemployment."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of May 16, 1931

Adams, Eustace L.

The family sees France. 131p. il. S c. N. Y., [Brewer, Warren & Putnam] \$1.50
Where to stay, eat and how to go sightseeing with a family of children.

Allen, James Turney

The first year of Greek; rev. ed. 392p. D '31, c. '17, '31 N. Y., Macmillan \$2.25

Andrews, Mrs. Fannie Fern Phillips Andrews

The Holy Land under Mandate; 2 v. 378p.; 445p. (21p. bibl.) il. map O c. Bost., Houghton buck. \$10, bxd.

The history of Palestine since 1919 and a comprehensive survey of the whole Zionist movement.

Anonymous

Experiences of a heart; its joys; its sorrows; poems. 68p. D c. Bost., Meador Pub. Co. \$1

Applegarth, Margaret Tyson

And so He made mothers. 262p. D c. N. Y., Richard R. Smith \$1.50

A collection of stories, poems, proverbs and programs offering tribute to mothers.

Aristotle

The works of Aristotle; tr. under the editorship of W. D. Ross; v. 3. no p. (bibl. footnotes) O '31 [N. Y., Oxford] \$7

Arlen, Michael

Babes in the wood. 305p. il. D (Popular copyrights) [c. '26, '29] [N. Y., Grosset] 75 c.

Austin, Lilian Edna

Etchings of Fenelon Falls [verse]. 64p. front. D c. Bost., Meador Pub. Co. \$1.50

Bacheller, Irving Addison

A candle in the wilderness; a tale of the beginning of New England. 318p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

Bain, Archibald Watson, ed.

German poetry for students. 254p. S '31 [N. Y.] Macmillan \$1.25

German poetry from the time of Luther to the present day with a few translations.

Baker, Lilian C. W.

Clothing selection and purchase. 297p. (bibls.) D c. N. Y., Macmillan \$1.60
A course for high school girls.

Bankson, Russell A.

Riders of the breaks; a western story. 251p. D [c. '31] N. Y., Chelsea House 75 c.

Barnes, Geoffrey, pseud. [James Whittaker]

Party husband; il. with scenes from the photoplay. 292p. D (Copyright fiction) [c. '30] N. Y., Grosset 75 c.

Beard, Charles Austin

American government and politics; 6th ed. 843p. (bibls.) diagrs. O '31, c. '10-'31 N. Y., Macmillan fab. \$3.75

Bedford-Jones, M., and Bedford-Jones, Henry

D'Artagnan's letter. 252p. D c. N. Y., Covici, Friede \$2

A letter from D'Artagnan purchased at a book auction leads five people in pursuit of a hundred and fifty year old mystery concerning a lost fortune.

Bercovici, Konrad

That royal lover. 300p. D c. N. Y. [Brewer, Warren & Putnam] \$2.50

A revelation of the real situation in Roumania and the story of Queen Marie, King Ferdinand and Carol.

Bibliography of the faculty of political science

of Columbia University 1880-1930, A. 376p. D c. N. Y., Columbia Univ. Press \$4

A list of books, articles and pamphlets written by members of the department with a list of the doctoral dissertations written by their students.

Biggers, Earl Derr

Charlie Chan carries on; il. with scenes from the photoplay. 334p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

Blyton W, J.

The modern adventure. 322p. D '31 N. Y., Macmillan \$2.25

On spiritual facts in this modern, changing world.

Brock, Lynn, pseud. [Alister McAllister, Anthony Wharton, pseud.]

The Stoke Silver case. 308p. D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.

Broughton, Leslie Nathan, comp.

The Wordsworth collection, formed by Cynthia Morgan St. John and given to Cornell University by Victor Emanuel; a catalogue. 136p. il. (pors.) O c. Ithaca, N. Y., Cornell Univ. Lib. \$2

Brown, John Hart

Handbook of every-day French; grammar, essential vocabulary, and exercises in composition and conversation. 449p. D c. N. Y., Macmillan \$2.25

Alexander, Carter

Educational finance studies; summaries and evaluations for school administrators of recent educational finance dissertations at Teachers College, Columbia University. 98p. D c. N. Y., Teachers College, Columbia Univ. \$1

Allen, F. M. B., M.D.

Handbook of diseases of infants and children. 602p. O '31 N. Y., Wm. Wood \$5

Badger, Walter L., and McCabe, Warren L.

Elements of chemical engineering. 625p. il. D (Chemical engineering ser.) '31 N. Y., McGraw-Hill \$5

Bay, Emmet B., M.D.

Medical administration of teaching hospitals. 151p. O (Medical economics ser.) [c. '31] Chic., Univ. of Chic. Press \$2

Benedicks, Carl, and Lofquist, Helge

Non-metallic inclusions in iron and steel. 311p. il., diagrs. O '31 N. Y., Wiley \$8

Beshore, Edith Leona

Be your own dietitian; health by protective and corrective eating. 82p. diagrs. D '30 c. Los Angeles, Beshore Pub. Co., 1201 S. Cochran Ave. pap. \$2

Black Book (The), or, Book of misdemeanors in King's College, New York, 1771-1775 [ed. by Milton Halsey Thomas]. 17p. front. Q '31 N. Y., Columbia Univ. Press pap. apply

Botanical papers. 55p. (bibls.) il., map, diagrs. O (Univ. of Ia. studies in natural hist., v. 13, no. 3) '31 Iowa City, Ia., Univ. of Ia. pap. 75 c.

Braithwaite, J. V. C., M.D.

Infant feeding in general practice. 150p. D '31 N. Y., Wm. Wood \$1.75

Buckler, F. W.

Harun-ul-Rashid and Charles the Great. 71p. (8p. bibl.) Q (Monographs, no. 2) c. Cambridge, Mass., Mediaeval Acad. of Amer. \$2.25

Cadoux, Arthur Temple, D.D.

The parables of Jesus; their art and use. 255p. (bibl. footnotes) D '31 N. Y., Macmillan \$2.50

An interpretation of the parables which supersedes the usual allegorical treatment.

Campbell, Anne [Mrs. George W. Stark]

The heart of home; poems of love and understanding. 251p. D [c.'31] Phil., Winston \$1.50

Poems of everyday human relationships.

Celarié, Henriette

Behind Moroccan walls; tr. by Constance Lily Morris; il. by Boris Artzybasheff. 253p. Q c. N. Y., Macmillan \$5

These stories of Moroccan women are adapted from the books of a French officer's wife, who lived in Morocco for many years.

Christie, Agatha Miller [Mrs. Max E. L. Mallowan]

The secret adversary. 338p. D (Popular copyrights) [c.'22] N. Y., Grosset 75 c.

Clapham, John Harold

An economic history of modern Britain; the early railway age 1820-1850; 2nd ed. 639p. (bibl. footnotes) maps, diagrs. O [c.'31] [N. Y., Macmillan] \$6.75

Clark, Thomas Curtis, comp.

The golden book of faith; an anthology of verse. 273p. D c. N. Y., Richard R. Smith \$2

Poems of religious faith from many different well-known writers.

Country houses; the work of Frank J. Forster, A.I.A.

183p. il., diagrs. F c. N. Y., Wm. Helburn \$15

Containing many photographs, of exteriors and interiors, and plans of country houses in the French provincial style, with an introduction by the architect.

Dangerfield, Clinton

Blair of the Bar XL. 285p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Del Plaine, Mrs. Frances Kelley, and Grandy, Adah Georgina

Current prose, for college students. 518p. D c. N. Y., Macmillan bds. \$1.75

Dexter, Elisabeth Williams Anthony, and Dexter, Robert Cloutman

The minister and family troubles. 109p. (4p. bibl.) D c. N. Y., Richard R. Smith \$1.25

The results of a questionnaire sent to a hundred Unitarian ministers in order to ascertain the relation of the minister and the church to sex and family problems.

Dickens, Charles

Great expectations; introd. by Evert Mordecai Clark. 534p. (bibl. footnotes) D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea. \$1.25

Douglas, Paul Howard, and Director, Aaron

The problem of unemployment; preface by Frank Aydelotte. 524p. (bibl. footnotes, bibl. note) O c. N. Y., Macmillan \$3.50

A discussion of the causes of and possible remedies for unemployment.

Dulles, Foster Rhea

Eastward ho! 213p. (3p. bibl.) il., maps O '31 Bost., Houghton \$5

The stories of the first English merchant adventurers in the East in the 16th and 17th centuries—Richard Chancellor, Anthony Jenkinson, James Lancaster, William Adams, and Sir Thomas Roe.

Duncan, Hannibal Gerald

Backgrounds for sociology. 851p. (bibls.) O [c.'31] Bost., Marshall Jones \$4

A fundamental textbook for students in sociology.

Dyott, George Miller

Man hunting in the jungle; being the story of a search for three explorers lost in the Brazilian wilds. 323p. il. O [c.'29, '30] [N. Y.] Blue Ribbon B'ks \$1

East, Edward Murray, ed.

Biology in human affairs. 410p. (bibl. footnotes) O c. N. Y., Whittlesey House, McGraw-Hill \$3.50

Twelve leading scientists tell what biology has accomplished in the fields of heredity, genetics, medicine, zoology, public health, psychology and the preservation and development of food resources.

Economic behavior; an institutional approach; by members of the Department of Economics, New York University; 2 v. 613p.: 564p. (bibls.) il. O [c.'31] Bost., Houghton \$6

An introduction to the whole field of economics through the description of concrete habits and modes of living, thinking and practice.

Cabot, Hugh, M.D., and Giles, Mary D.

Surgical nursing. 428p. il. '31 Phil., Saunders \$3

Chase, Lenox E.

Problem studies in economic geography. 120p. (bibl.) maps Q '31 N. Y., Prentice-Hall pap. 96 c.

Clark, Harold F., and Andrews, Benjamin R.

Education and economics; 3rd yearbook of the National Society for the Study of Educational Sociology. 76p. O c. N. Y., Teachers College, Columbia Univ. pap. \$1.25

Crooks, Esther J.

The influence of Cervantes in France in the seventeenth century. 271p. O (J. H. U. studies in romance langs. and lits., extra v. 4) '31 Balt., Johns Hopkins Press pap. \$2

De Garis, M. C., M.D.

The theory of obstetrics. 284p. O '31 N. Y., Wm. Wood \$5

Dickey, Paul

The come-back; a play in one act. 21p. diagr. D c. '11, '31 N. Y., S. French pap. 35 c.

The layout; a play in one act. 23p. diagr. D c. '31 N. Y., S. French pap. 35 c.

The Lincoln highwayman; a play in one act. 36p. front., d'agr. D c. '17, '31 N. Y., S. French pap. 35 c.

Dingman, Charles F.

Estimating building costs; new 2nd ed. 277p. il. S '31 N. Y., McGraw-Hill flex. cl. \$2.50

Drury, Francis K. W.

The broadcaster and the librarian; how the radio station and the library can help each other. 28p. D (Information ser., no. 3) '31 N. Y., Nat'l Advisory Council on Radio in Educ., 60 E. 42nd St. pap. apply

Edman, Irwin

The contemporary and his soul. 198p. O [c.'31] N. Y., Cape & Smith bds. \$2.50
A discussion of the eternal quest of men for salvation and of a technique by which a worthwhile life can be found.

Fiske, George Walter, D.D.

The recovery of worship; a study of the crucial problem of the Protestant churches. 280p. (2p. bibl.) D c. N. Y., Macmillan fab. \$2.50

Suggestions for the improvement of services in Protestant churches.

Fitch, Lottie E.

Attractive parties for children. 180p. il. (col.), diags. O c. N. Y., Richard R. Smith \$2

Thirty plans for children's parties arranged by months.

Fletcher, Joseph Smith

The orange-yellow diamond. 321p. D (Popular copyrights) [c.'21] N. Y., Grosset 75 c.

Forbes, Rosita Torr [Mrs. Arthur Thomas McGrath]

Conflict, Angora to Afghanistan; foreword by Brig.-Gen. Sir Percy Sykes. 360p. il. D c. N. Y., Stokes \$3.50

A journey of 8,000 miles from Turkey through Persia to Afghanistan which reveals the drama of ancient tradition in conflict with modern civilization.

Fowler, Guy

The finger points; based on an original screen story by John Monk Saunders; il. with scenes from the photoplay. 216p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Friend, John Albert, ed.

A text-book of inorganic chemistry; v. 7, pt. 2, Sulphur, selenium, and tellurium; by Reece H. Vallance, and others. 448p. (bibl. footnotes) diags. O (Griffin's scientific text-b'ks) '31 Phil., Lippincott \$14

Game of golf, The. 251p. il., diags. O (Lonsdale lib., v. 9) '31 Phil., Lippincott

buck., \$6
Including articles on stroke play by Joyce and Roger Wethered; match and medal play, practice, middle-aged golf, watching for profit, and famous courses by Bernard Darwin; history and literature by Horace Hutchinson; golf architecture and green-keeping by T. C. Simpson.

Garrison, Elisha Ely

Roosevelt, Wilson and the federal reserve law. 367p. D [c.'31] Bost., Christopher Pub. House \$3

The author describes the part played by Roosevelt and Wilson in the origin of this law.

Gask, Arthur

The lonely house. 315p. D ['31] N. Y., Macaulay \$2

A supersleuth is involved in a perplexing and complicated plot.

Gately, Sister Mary Josephine

The Sisters of Mercy; historical sketches, 1831-1931. 522p. il. (pors.) O c. N. Y., Macmillan fab. \$6.75

A history of this Catholic order. A supplementary manual of 113 pages accompanies this volume and is included in its price.

Gates, Henry Leyford

The girl in the green coat. 283p. D (Popular copyrights) [c.'30] [N. Y., Grosset] 75 c.

Gibbons, Floyd Phillips

The Red Napoleon. 475p. maps, diags. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Gibson, R. H., and Prendergast Maurice

The German submarine war, 1914-1918; foreword by Earl Jellicoe. 457p. (bibl. note) il., maps, diags. O ['31] N. Y., Richard R. Smith \$8.50

A detailed description of the development and use of submarines by the Germans in the War.

Glaeser, Ernst

Class of 1902; tr. by Willa and Edwin Muir. 397p. D (Novels of distinction) [c.'28, '29] [N. Y.] Grosset \$1

Glasgow, Samuel McPheeters

My tomorrow's self. 152p. D c. N. Y., Richard R. Smith \$1.50
Evangelistic sermons for young people.

Glasmon, Kubec, and Bright, John

The public enemy; il. with scenes from the photoplay. 280p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Goodchild, George [Alan Dare, pseud.]

The Emperor of Hallelujah Island. 319p. D '31 Bost., Houghton \$2

Jim Sheringham finds himself imprisoned among the murderers of Hallelujah Island and subjected to the tyranny of a fanatical Emperor.

Goss, Madeleine

Beethoven, master musician. 290p. (bibl.) il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2.50

A non-technical biography of the great musician from his unhappy childhood to his death, with much of the background of his time.

Graeme, Bruce, pseud. [Graham Montague Jefferies]

A murder of some importance; foreword by Sir Basil Thomson. 316p. D c. Phil., Lippincott \$2

When the French ambassador to England was murdered and important Rhine treaty papers were stolen detectives of France, England and Germany set to work on the case.

Grussi, Rev. Alphonse M.

The father's curse; a historical romance of the time of Sir Walter Raleigh. 184p. D [c.'31] Bost., Christopher Pub. House \$2

Ewing, Claude H.

Instruction manuals for paper hangers; Unit 2, Hanging side-wall and ceiling paper. 58p. il. O (McGraw-Hill vocational texts) '31 N. Y., McGraw-Hill pap. 75 c.

Farnham, C. Mason

Determination of the opaque minerals. 236p. (bibl.)

O '31 N. Y., McGraw-Hill \$3.50

Groessel, Rev. William V.

Selections from ecclesiastical Latin. 102p. D '31 Milwaukee, Bruce Pub. Co. pap. 64 c.

Grossmann, Marcus A., and Bain, Edgar C.

High speed steel. 178p. O '31 N. Y., Wiley \$3.50

Hale, Oron James

Germany and the diplomatic revolution; a study in diplomacy and the press 1904-1906. 242p. (13p. bibl.) O c. Phil., Univ. of Pa. Press \$2.50

A survey of the relation of the press to diplomacy in Germany, showing the press to be ineffectual abroad and deceptive at home.

Hall, Radclyffe

The unlit lamp. 385p. D (Popular copy-rights) [24, '29] N. Y., Grosset 75 c.

Hart, William J., D.D.

Hymns in human experience. 234p. front. (por.) D c. N. Y., Harper \$2

An authority in hymnology shows the influence of hymns in shaping character and presents many classified examples.

Hartney, Mary Patrice

Blue Lady [verse]. 57p. D [c. '31] Bost., Meador Pub. Co. \$1

Hayes, Carlton Joseph Huntley

The historical evolution of modern nationalism. 355p. (bibl. footnotes) O c. N. Y., Richard R. Smith \$3.50

An account of the major types of nationalism which have evolved in Europe during the last two centuries and their influence on the problems of war and peace.

Heffner, Roe-Merrill Secrist

Brief German grammar. 271p. il., map (col.) D (Heath's modern lang. ser.) [c. '31] Bost., Heath \$1.60

Hegner, Robert Wilhelm

College zoology; 3rd ed. 736p. (bibl.) il., diagrs. O '31, c. '12-'31 N. Y., Macmillan fab. \$3.50

Laboratory guide for college zoology. 83p. diagr. O c. N. Y., Macmillan fab. \$1

Heicher, M. K. W.

Living on tiptoe; to-day's young people in conference. 130p. D c. N. Y., Richard R. Smith \$1.50

The adventure of life and its problems presented to aspiring youth.

Hill, Archibald Vivian, M.D.

Adventures in biophysics. 171p. (9p. bibl.) diagrs. O c. Phil., Univ. of Pa. Press \$3

An account of recent developments that shed light on important physiological problems. The first annual volume of Johnson Foundation Lectures.

Hitchins, Fred H.

The Colonial Land and Emigration Commission. 362p. (13p. bibl.) O c. Phil., Univ. of Pa. Press \$3

A study of British imperial policy and racial diffusion in the mid 19th century.

Hooker, Richard

Hooker's Ecclesiastical polity, bk. 8; introd. by Raymond Aaron Houk. 358p. (bibl. foot-

notes) D (Columbia Univ. studies in Eng. and comparative lit.) c. N. Y., Columbia Univ. Press \$4.75

Huddleston, Sisley

Back to Montparnasse; glimpses of Broadway in Bohemia. 313p. il. O c. Phil., Lippincott \$3.50

Anecdotes, legends and gossip about the artists and Bohemians of Montparnasse.

Hunt, May Leland

Moods and moments [verse]. 77p. D c. N. Y., Knickerbocker Press \$1.50

Huxley, Aldous Leonard

Brief candles; stories. 320p. D (Novels of distinction) [c. '29, '30] [N. Y.] Grosset \$1

Janin, Elsie

The password; an urgent guide for tourists. 46p. il. S c. N. Y., The Elf Publishers bds. \$1; de luxe \$2

A humorous description of the troubles of American tourists in their search for comfort stations in foreign countries. With a pronouncing dictionary of the necessary question in forty languages.

Jesse, Fryniwyd Tennyson [Mrs. H. M. Harwood]

The Solange stories. 198p. D c. N. Y., Macmillan \$1.75

Five unusual crime stories with a woman as detective, with scenes in England and southern France.

Jones, Charles Reed

The rum row murders. 314p. D [c. '31] N. Y., Macaulay \$2

Murder and intrigue on board a rum boat anchored on the high seas.

Jones, Elmo

Yorktown, 1781-1931. 11p. il. O [c. '31] Richmond, Va., Garrett & Massie bds. \$1

Reproductions of pencil sketches of historic landmarks in Yorktown.

Karazin, N.

Cranes flying south [tr. by Magdalen Pokrovsky; il. by Vera Bock]. 235p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

An old Russian tale of two fledgling cranes on their first flight from Russia to Egypt. For children from 8 to 12.

Keller, Edward L., comp.

Great sermons by young preachers. 256p. D c. N. Y., Richard R. Smith \$2

The result of a survey to determine which of the younger ministers are exercising the widest influence.

Laski, Harold Joseph

The foundations of sovereignty and other essays. 328p. (bibl. footnotes) O [31] New Haven, Conn., Yale \$3.50

Formerly published by Harcourt, Brace.

Leech, Margaret [Mrs. Ralph Pulitzer]

The feathered nest. 318p. D (Novels of distinction) [c. '28] [N. Y.] Grosset \$1

Gudmundson, G. G.

Courts in New Jersey. 24p. O [c. '31] Elizabeth, N. J., Author, Thos. Jefferson High School pap. 50 c.

Guillemin, E. A.

Communication networks; v. 1, The classical theory of lumped constant networks. 425p. O '31 N. Y., Wiley \$5

Hayden, Arthur G.

The rigid-frame bridge. 236p. il. diagrs. O '31 N. Y., Wiley \$4.50

Hill, Charles, M.D.

Manual of histology and organography; 6th ed., rev. 518p. il. '31 Phil., Saunders \$3.50

Jolley, L. B. W., and others

The theory and design of illuminating engineering equipment. 709p. O '31 N. Y., Wiley \$12

Leavenworth, Francis P., and Beal, William O.

Measures of double stars. 118p. il. O '31 Minneapolis, Univ. of Minn. Press \$5

- Living authors;** a book of biographies; ed. by Dilly Tante. 473p. il. O c. N. Y., H. W. Wilson Co. \$5
Short biographies and portraits of contemporary American and English authors and authors of other countries who are well-known in America, 400 in all.
- Lyde, Lionel William**
The continent of Europe; 4th ed. 471p. maps O [31] [N. Y.] Macmillan \$4
- Mann, Kathleen**
Peasant costume in Europe; notes by J. A. Corbin. 109p. il. (pt. col.) Q '31 [N. Y., Macmillan] \$3.50
Drawings and descriptions of typical modern peasant costume in France, Spain, Italy, Switzerland, Central Europe, Sweden and Russia.
- Marion, Frances**
The secret six; il. with scenes from the photoplay. 199p. D (Popular copyrights) c. N. Y., Grosset 75 c.
- Mason, Arthur**
The roving lobster. 141p. il. D c. Garden City, N. Y., Doubleday, Doran \$1.50
The imaginative story of a lobster who left the sea to explore the land. For children from 8 to 12.
- Merwin, Samuel**
Lady can do. 232p. D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.
- Mitchell, F. K.**
English grammar for college students. 202p. D c. N. Y., Macmillan \$1.20
Based on "English Grammar" by George R. Carpenter.
- Mocatta, Frances**
Enchanted dust. 250p. D (Popular copyrights) [c. '29] N. Y. [Grosset] 75 c.
- Morand, Paul**
World champions; tr. by Hamish Miles. 290p. D [c. '31] N. Y., Harcourt \$2.50
A Frenchman teaching at Columbia agrees to meet four of his students every ten years. He then traces their careers looking at America from his own point of view. A novel.
- Morris, Ann Axtell**
Digging in Yucatan. 296p. il. O c. Garden City, N. Y., Doubleday, Doran \$3.50
An informal description of the re-erecting of a Maya Temple in Yucatan which was accomplished by an archeological party of which Mrs. Morris was a member. Decorations by Jean Charlot.
- Mott-Smith, Morton**
This mechanical world; an introduction to popular physics. 248p. (6p. bibl.) il., diags.
- D (Appleton new world of science ser.) c. N. Y., Appleton \$2**
- Munro, William Bennett**
The government of the United States; national, state and local; 3rd ed. 804p. (bibls.) O '31, c. '19-'31 N. Y., Macmillan \$3.75
The governments of Europe; new and rev. ed. 852p. (bibls.) maps (pt. col.) O '31, c. '25, '31 N. Y., Macmillan \$4
- O'Brien, M. A.**
New English-Russian and Russian-English dictionary (new orthography); 2 v. 375p.; 364p. S [n. d.] Phil., Lippincott \$2. ea.
A pocket-size, up-to-date Russian dictionary, volume one English-Russian and volume two, Russian-English.
- Ogden, George Washington**
Wasted salt. 299p. D (Popular copyrights) [c. '28, '30] N. Y., Grosset 75 c.
- Osborn, Henry Fairfield, and Warren, Helen Ann**
Cope: master naturalist; the life and letters of Edward Drinker Cope with a bibliography of his writings classified by subject. 756p. (bibl. footnotes) il., maps, diags. O c. Princeton, N. J., Princeton Univ. Press \$5
A biography of one of the three pioneers in the field of vertebrate palaeontology.
- Paetow, Louis John**
A guide to the study of medieval history; rev. ed. 660p. (bibls.) O '31, c. '17, '31 N. Y., F. S. Crofts \$6
Prepared under the auspices of the Mediaeval Academy of America.
- Parkman, Francis**
The Oregon Trail; notes by Mabel Dodge Holmes; introd. by Howard R. Driggs; il. by William H. Jackson. 399p. il. (pt. col.), map O [c. '31] Phil., Winston \$2.50
The illustrations were drawn for the Oregon Trail Memorial Association. A selection of the Children's Book Club.
- Pettit, Ethel [Mrs. Arthur Somers Roche]**
The rich are always with us. 314p. D [c. '31] N. Y., Sears \$2.50 [corrected entry]
- Piper, Warren**
The sun in his own house. 380p. D c. Bost., Houghton \$2.50
A second novel by the author of "Son of John Winteringham" continues the story, telling how Darcy Winteringham, the crippled boy, dominated the whole family.
- Malcolm, George**
How to get the job you want. 29p. nar.T c. '31 [Jacksonville, Fla.], Mowbray Pub. Co., 2561 Riverside Ave. pap. 50 c.
- Mann, Helen Scott**
Charles Ezra Sprague. 67p. il. O c. N. Y., N. Y. Univ. Press bds. priv. pr.
- Manson, Grace E.**
Occupational interests and personality requirements of women in business and the professions. 136p. (3p. bibl.) diags. O (Mich. business studies, v. 3, no. 3) c. Ann Arbor, Mich., Univ. of Mich. pap. \$1
- Molesworth, W. H.**
Spon's electrical pocket book; a reference book of general electrical information, formulae and tables for engineers; 4th ed. 409p. il. S '31 N. Y., Spon & Chamberlain flex. cl. \$2.50
- Morrison, L. H.**
American Diesel engines. 606p. il. O '31 N. Y., McGraw-Hill \$5
- Newark-in-print;** references to Newark in books, pamphlets, reports, newspapers and in records which tell the story of the growth of Newark from 1666 through 1930. 24p. O '31 Newark, N. J., Newark Public Lib. pap. apply
- Pag , Victor Wilfred**
The Ford Model A car and Model AA truck; construction, operation, repair; rev. and enl. ed. 718p. il., diags. D '31, c. '29, '31 N. Y., N. W. Henley Pub. Co. \$2.50
- Peery, Lynn**
A branch of the Peery family tree. 128p. il. S '31 Strasburg, Va., Shenandoah Pub. House \$3.50
- Peters, Dr. John P., and Van Slyke, Dr. Donald D.**
Quantitative clinical chemistry. 1280p. O '31 Balt., Williams & Wilkins \$12

Powell, Edward Alexander

The last home of mystery. 343p. il., map O (Star b'ks) [c.'29] Garden City, N. Y., Garden City Pub. Co. \$1

Poynter, Beulah

Honeymoon cruise; a love story. 247p. D [c.'31] N. Y., Chelsea House 75 c.

Pugh, Cynthia Ann, ed.

A book of short stories. 544p. (7p. bibl.) D c. N. Y., Macmillan bds. \$1.90
For the use of college students and teachers.

Radcliffe, Mrs. Ann Ward

The mysteries of Udolpho; 2 v. [introd. by R. Austin Freeman]. 350p.; 344p. S (Everyman's lib., 865, 6) [c.'31] N. Y., Dutton flex. cl., 90 c., ea.

Raleigh, Sir Walter

Sir Walter Raleigh: "the shepherd of the ocean"; selections from his poetry and prose; ed. by Frank Cheney Hersey; tercentenary ed.; reissue with corrections. 120p. il. D '31, c.'09, '16 N. Y., Macmillan \$1.25

Ross, Malcolm Harrison

Sailing the skies; gliding and soaring. 290p. il., map, diagrs. D c. N. Y., Macmillan \$2.50
An introduction to these two popular new sports.

Routh, Harold Victor

England under Victoria. 255p. D (Eng. life in Eng. lit., 7) [n. d.] N. Y., Harcourt \$2
Selections from correspondence, novels, biography and scientific works written by Victorians reveal the internal aspects of life at that time.

Roy, René

The night's candles; tr. by Homer White. 176p. D c. N. Y., Macmillan \$2
A man who, as a young French lieutenant, was permanently blinded in the War, tells of his fight against despair and spiritual lethargy and of his recapture of the will to work. He is now a State Engineer of Bridges and Waterways, his technical skill having been acquired since he was blinded.

Russell, G. Oscar

Speech and voice; with X-rays of English, French, German, Italian, Spanish, soprano, tenor and baritone subjects. 267p. (bibl. footnotes) il. diagrs. O c. N. Y., Macmillan \$4
Studies of the entire mechanism involved in creating speech and voice quality differences.

Savord, Ruth, and Keefer, Pearl M., eds.

Union list of periodicals in special libraries of the New York metropolitan district. 238p. Q '31 N. Y., H. W. Wilson \$4

Scarlett, Roger, pseud. [Evelyn Page and Dorothy Blair]

The Beacon Hill murders. 279p. diagrs. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Schultz, Alan Brener

Private secretary; the story of Mary Linden. 392p. D (Popular copyrights) [c.'29] N. Y. [Grosset] 75 c.
The novel upon which the photoplay, "Behind Office Doors," was based.

Seaman, Augusta Huiell [Mrs. Robert Reece Seaman]

The house in Hidden Lane; two mysteries for younger girls. 206p. front. (col.) D '31, c.'25-'31 Garden City, N. Y., Doubleday, Doran \$1.75
Treasure hunting and amateur secret service activities in an old house on the Jersey coast.

Searle, George Mary

Plain facts for fair minds; new ed. 255p. D [c.'31] N. Y., Paulist Press \$1; pap. 50 c.

Sedgwick, Anne Douglas (Mrs. Basil de Selincourt)

Dark Hester. 299p. D (Novels of distinction) [c.'29] N. Y., Grosset \$1

Shaw, Clifford Robe, and Moore, Maurice E.

The natural history of a delinquent career. 295p. (bibl. footnotes) map O (Behavior Research Fund monographs) [c.'31] Chic., Univ. of Chic. Press \$3
A delinquent boy tells the story of his life and Mr. Shaw evaluates the story as a contribution to sociological research.

Shepard, Kathleen, pseud.

Working girl. 254p. D c. N. Y., Mohawk Press, 350 Madison Ave. \$2
This story of a girl newspaper reporter's adventurous life on the job and off is the first book to be issued by a new publishing house.

Smiley, Rev. James L.

A new Sir Galahad. 240p. front. D [c.'31] Bost., Christopher Pub. House \$2
A novel of post-war American youth enlightening the world.

Powell, Frederick J.

Parent and subsidiary corporations. '31 Chic., Callaghan & Co. \$4

Romanis, W. H. C., and Mitchiner, Philip H., M.D.

Surgical emergencies. 615p. il. O '31 N. Y., Wm. Wood \$6

Smith, Harry J.

Making the goat dairy pay. 159p. il. diagrs. O c. '31 Memphis, Tenn., Author, Route 4, Box 86 pap. \$2.50

Smith, William Wesley

The elements of live stock judging; 2nd ed. rev. 137p. (bibl.) il., diagrs. O (Farm enterprise ser.) [c.'27, '30] Phil., Lippincott \$2

Stiebeling, Hazel K., and Birdseye, Miriam

Adequate diets for families with limited incomes. 16p. O (U. S. Dep't of Agri., misc. pub'n no. 113) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Stuart, Milo H., and Morgan, DeWitt S.

Guidance at work. 104p. il. D (McGraw-Hill vocational monographs) '31 N. Y., McGraw-Hill \$1.25

Tressler, J. C.

Grammar minimum essentials; diagnostic, practice,

and mastery tests; to supplement English in action, Grammar in action, or another textbook. 96p. O [c.'31] Bost., Heath pap. 52 c.

Upson, Walter Lyman

Electrical laboratory studies. 182p. il. O '31 N. Y., McGraw-Hill \$2

Vaug, Andris Eivindson

Vaug's Valdris-rispo; a reprint of Gamla reglo o rispo ifraa Valdris, 1850, and Gamla segner fraa Valdes, 1871; ed. by Andrew A. Veblen. 182p. D '30 [Los Angeles, Editor, 3962 Brighton Ave.] bds. \$2

Waters, Willard O.

Confederate imprints in the Henry E. Huntington Library unrecorded in previously published bibliographies of such material. 91p. il. O '30 [N. Y., Bibliographical Soc. of Amer.] pap. apply

Westover, M. F.

Schenectady past and present; 2nd ed. 88p. il. O '31 Strasburg, Va., Shenandoah Pub. House \$2

Williamson, Bruce, M. D.

Handbook on diseases of children. 300p. il. O '31 N. Y., Wm. Wood flex. lea., \$3.50

Smith, Lady Eleanor Furneaux

Red wagon. 375p. D (Popular copyrights)
[c.'30] [N. Y., Grosset] 75 c.

Smith, Isabella Hastie, ed.

Are you ready for marriage? based upon lectures delivered in 1929 at the Central Branch of the Y.W.C.A. of Philadelphia. 209p. (bibls.) D [c.'31] N. Y., Liveright \$2

An approach to marriage which provides a basis for happiness.

Sprietsma, Cargill, i. e. Henry Cargill

We imperialists; notes on Ernest Seillière's philosophy of imperialism. 160p. (3p. bibl.) D '31 N. Y., Columbia Univ. Press \$1.50

Streeter, Daniel Willard

An Arctic rodeo. 319p. il., map O (Star b'ks) [c.'29] Garden City, N. Y., Garden City Pub. Co. \$1

Sunshine and grief in southern California; by an old promoter forty years in the field of real estate. 217p. il. D [c.'31] [Royal Oak, Mich.] St. Claire Pub. Co., 1016 Maple Grove Ave. \$2

A description of unsound economic conditions in Los Angeles which bring many people to grief through speculation.

Sutherland, Joan [Mrs. Richard Kelly]

The golden altar. 402p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Taylor, Henry Charles

Outlines of agricultural economics; rev. ed. 626p. (8p. bibl.) maps, diagrs. D (Social science text-b'ks) '31, c.'19 '31 N. Y., Macmillan \$3.25

Thomas, C. W., ed.

Essays in contemporary civilization. 637p. D c. N. Y., Macmillan \$2

Essays for college students arranged by an assistant professor of English in the University of Wisconsin.

Tracy, Virginia

The moment after. 314p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Turner, John Evan

The revelation of Deity. 223p. (bibl. footnotes) O '31 N. Y., Macmillan \$2.75

A discussion of the various ways whereby the Divine Nature can manifest itself so as to be comprehended by the human mind.

Twain, Mark, pseud. [Samuel Langhorne Clemens]

The adventures of Tom Sawyer; authorized ed. 290p. front. D [c.'75-'20] N. Y., Grosset 50 c.

Vance, James Isaac, D.D.

Sermons in argot. 186p. D c. N. Y., Richard R. Smith \$1.50

The author gives a series of sermons delivered in the vocabulary of various vocations and businesses.

Villon, François

The complete works of François Villon, including the poems long attributed to him; tr. by J. U. Nicolson [rev. ed.; introd. by Lewis Galantière]. 350p. O c. N. Y., Covici, Friede \$3.50

The first trade edition, a reissue at a lower price of the limited edition, which is now out of print.

Walters, Francis Marion

Our health foundations. 284p. (bibl.) il., diagrs. D (Practical hygiene ser., bk. 2) [c.'31] Bost., Heath 88 c.

Washburn, Robert Mann

Productive dairying; 4th ed. rev. 468p. (bibl.) il. (pt. col.) diagrs. O (Lippincott's farm manuals) [c.'17-'31] Phil., Lippincott \$3

Webb, Aquilla, D.D.

One thousand new illustrations; introd. by James A. Barkley. 316p. O c. N. Y., Richard R. Smith \$2.50

Widdemer, Margaret

Loyal lover. 304p. D (Popular copyrights) [c.'29, '30] N. Y., Grosset 75 c.

Wittels, Fritz

Freud and his time; tr. by Louise Brink. 451p. O c. N. Y., Liveright \$4

A history of the influence of Freud's theories in every field of human endeavor by a leading exponent of the Freudian theory.

Worsley, Frank Arthur

Endurance; an epic of Polar adventure; [preface by Earl Jellicoe]. 324p. il. O [c.'31] N. Y., Cape & Smith \$3

The story of Sir Ernest Shackleton's Polar voyages by the man who accompanied him.

Wyllarde, Dolf

The nuptial night. 312p. D [c.'31] N. Y., Macaulay \$2

Una's nuptial night is interrupted by a train wreck and a fire in the hotel.

Title Index to The Weekly Record

Does not include the material listed in smaller type

Adventures in biophysics. Hill, A. V. \$3
Univ. of Pa. Press

Adventures of Tom Sawyer, The. Twain, M.
50 c. Grosset

American government and politics. Beard,
C. A. \$3.75 Macmillan

And so He made mothers. Applegarth, M. T.
\$1.50 Richard R. Smith

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Garden City Pub. Co.

Are you ready for marriage? Smith, I. H.
\$2 Liveright

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\$2 Richard R. Smith

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 of Columbia University, A. \$4
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- Works of Aristotle, The; v. 3. \$7 Oxford
- World champions. Morand, P. \$2.50
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- Yorktown. Jones, E. \$1 Garrett & Massie

Old and Rare Books

A Monthly Department

"Fanshawe" at the American Top

Don C. Seitz

How Nathaniel Hawthorne's first book sold for ten cents

THE recent review of Volume XXXVI of "American Book Prices Current," in the *Publishers' Weekly*, wherein it was revealed that Nathaniel Hawthorne's first book, "Fanshawe" had reached the lofty value of \$5,800, stirred my memory into recalling the sale of a copy for ten cents. The village auctioneer in my old home town, of Norway, Oxford County, Maine, was George A. Cole. He was a successful vendor of the drift that reaches the auction block and his services were in demand far and wide. One day about thirty years ago he was called upon to officiate at the cleaning out of an old homestead at Paris Hill, five miles distant. Many small articles were bunched in lots to expedite the sale. One of these consisted of a brown earthen-ware pot used for baking beans, another, a razor strop and a third, a book.

No one bid when the glib auctioneer put up the collection. He decided to offer ten cents himself as a starter. There was no response, so he kept the three items. On the way home he inspected the contents of the pot which rested on his buggy seat. A glance at the razor strop showed it to be worthless. He tossed it to the roadside. Reaching home he gave the bean pot to his wife and deposited the thin little book on the mantel-piece. It laid there untouched for months.

Mr. Cole was not much given to reading beyond his daily perusal of the

Boston Evening Journal. In this he chanced to note that a book called "Fanshawe" had just been sold at Libbey's for \$100. That he remembered was the title of the one on his mantel. It had not been disturbed. He took it to F. W. Sanborn, the editor of the *Oxford County Advertiser* for advice. That wise person undertook to negotiate a sale. I do not recall what it brought but the return topped \$100.

The sale was noted in the *Advertiser* and a few days later a young woman came into the printing office with another copy. Mr. Sanborn offered to undertake sending it to the market. She preferred to let him take all the risk and asked \$100 which was paid her. Meanwhile there had been a sale somewhere at a price around three hundred dollars. This one was put up at Libbey's. I think I bid \$325 for it but lost out.

That two copies should have lain so long in the same neighborhood is probably to be accounted for by the fact that Hawthorne had been a student at Bowdoin College, the seat of learning in Maine, and may be presumed to have favored some of his fellow students with copies, who, not thinking much of "Nat's" essay in letters left them behind when they went out into the world. Hawthorne, it might be recalled, after leaving the school, spent some time in the town of Raymond, on the shore of Sebago Lake, where he has told us he "Acquired his accursed habits of solitude,"

Good Second-Hand Condition

John T. Winterich

SOME booksellers are showing what seems to be a logical preference for the issue of Kate Douglas Wiggin's "Rebecca of Sunnybrook Farm" (1903) on the shelf back of which the die "Houghton Mifflin & Co." is somewhat smaller than in most copies of the same date. The actual dimensions are as follows: Probable first issue, "Houghton" 19/32 inches, "Mifflin & Co.," 13/16 inches; probable second issue, "Houghton," 7/8 inches, "Mifflin & Co.," one inch. Visually the distinction is at once apparent when copies of the respective issues are inspected; it is easy to see that a new die (either the larger for the smaller or vice versa) was substituted, though the publishers have no data on the matter. In favor of the theory that the small die denotes the earlier issue is the probability that the change was made to give the firm name more prominence, a greater degree of clarity in the printing of the small-die issue, the greater rarity of small-die copies, and the fact that in subsequent printings the large die exclusively seems to have been used. Dated presentation copies would naturally give an excellent indication of priority. Can anyone supply any data that might help toward a solution of the problem?

ALL the bright, alert young newspapermen have not been born since 1900. The Chicago fire story broke on the night of October 7, 1871, and two members of the staff of the *Chicago Daily Tribune* (which suffered a greater loss than was sustained by any other daily in the city) were at once alive to the possibilities. Before the Christmas sun of 1871 dawned bleakly over the no longer smouldering ruins of the city (one assumes that the sun was bleak and that the ruins had stopped smouldering) copies of "The Great Conflagration," by James W. Sheahan and George P. Upton, were in the hands of purchasers—and let it be hoped that, as a reward for such enterprise, there were many purchasers.

"The Great Conflagration" bore all the

earmarks of a pot-boiler—of an opportunity triumphantly seized and put to work. The drafting of its title-page, bristling with every selling device known to the subscription-book seventies, must have given its authors or the publishers more trouble than the rest of the book put together: "The Great Conflagration. / (rule) / Chicago: / Its Past, Present and Future. / Embracing a Detailed Narrative of the Great Conflagration in / the North, South, and West Divisions: / Origin, Progress and Results of the Fire. / Prominent Buildings Burned, Character of Buildings, Losses and / Insurance, Graphic Description of the Flames, Scenes and / Incidents, Loss of Life, the Flight of the People. / Also, / A Condensed History of Chicago, Its Population, Growth and / Great Public Works. / And / A Statement of All the Great Fires of the World. / (rule) / By James W. Sheahan and George P. Upton, / Associate Editors of the Chicago Daily Tribune. / (rule) / With Numerous Illustrations. / (rule) / Union Publishing Co.: / 165 Twenty-Second Street, Chicago, Ills. / 26 S. Seventh St., Philadelphia, Pa. / 1871."

This somewhat detailed summary rather gives the impression that the alert Messrs. Sheahan and Upton contrived to include an allusion to every flicker of flame that had arisen since the time of Prometheus. Well, maybe. An inspection of the contents, moreover, offers ample proof that much of the task of editing was accomplished with a pair (or two pairs) of salvaged scissors. But for all that, Sheahan and Upton did a competent job. Well over half the book is actually concerned with the Chicago fire of 1871. The destruction of Rome in A.D. 64 gets only three pages, the Moscow arson of 1812 little more than two, and the great fire of London, 1666, barely half a page. Mrs. O'Leary's cow, as is proper, receives much more space than Rome, Moscow and London together, and the authors are commendably cautious about ascribing definite culpability to the cow. It is interesting to note that there was a Mr. O'Leary and that his first name was Patrick. Mr.

O'Leary "did not know how the fire started" and, with large tolerance, "didn't blame any man in America for it." This may have been merely a disingenuous attempt to put the real blame on the cow. The cow, it may be pointed out for the benefit of any of our little readers who have grown rusty on American history, was exterminated in the havoc which she may (possibly) have created.

"The Great Conflagration," however, merits the collector's attention not alone as a piece of Chicagoana. Its zealous editors, busy in the quest for legitimate padding, unearthed a quantity of poems inspired by the fire whose number was "well nigh legion, but only a small proportion of them were ever worthy to appear in print." They selected only five, but among the five were contributions by John G. Whittier and Bret Harte. Each contribution was entitled "Chicago." The Harte verses were not collected until 1914, when Charles Meeker Kozlay, painstaking and indefatigable Hartean, assembled them in "Stories and Poems and Other Uncollected Writings by Bret Harte," issued as a final volume in the autograph edition of Harte. "Chicago" appears as the first entry in the section "Later Poems" (1871-1902), but its provenance is not given. The Whittier poem also, this department believes, was not collected until the definitive edition of Whittier was issued.

THE date of the earliest dust jacket goes back another year with the discovery by Goodspeed's Book Shop of a copy of "Ballad Stories of the Affections, from the Scandinavian," by Robert Buchanan (New York, 1869). George T. Goodspeed writes: "While the book has an American imprint it was actually printed in England and I suppose the dust jacket was printed there also." "Ballad Stories" was a unit in the Bayard Series, and Mr. Goodspeed surmises that the other titles in the series were also jacketed.

THAT never-lightly-to-be-tossed-aside periodical, "The Month at Goodspeed's," edited by Norman L. Dodge, proposes this month a question that fills this department with forebodings. On what occasion, if at all, Mr. Dodge wants to know, did Sherlock Holmes use the expression "Quick, Watson, the needle!" (Mr.

Dodge, we warrant, does not believe either in Santa Claus or the cherry-tree.) Mr. Dodge also alludes to the distressing frontispiece to "Memoirs of Sherlock Holmes" (London, 1894) in which Holmes has a half-Nelson on the redoubtable Professor Moriarty, while both totter on the edge of an Alpine cliff, and the even more distressing caption, "The Death of Sherlock Holmes."

Here is a detail that should have become one of the most enthralling points in modern bibliography. To call that picture "The Death of Sherlock Holmes" was deplorable cricket. The marvel is that Conan Doyle put up with it. In the first place, even if the author had definitively stated Holmes's death in the text, it was bad editing on the caption-writer's part to remove every grain of suspense by baldly announcing that Holmes and the professor eventually went over the edge to their doom. And in the second place, Conan Doyle, being Conan Doyle, carefully refrained from announcing Holmes's actual demise. "An examination by experts," he wrote, "leaves little doubt that a personal contest between the two men ended, as it could hardly fail to end in such a situation, in their reeling over, locked in each other's arms. Any attempt at recovering the bodies was absolutely hopeless."

But the caption apparently was never changed. At least it survives in every issue of later date that we have seen.

SERVICEABLE bibliographies of Fitz-Greene Halleck and of Lydia Huntley Sigourney are to be found, respectively, in "Fitz-Green Halleck, An Early Knickerbocker Wit and Poet," by Nelson Frederick Adkins, and "Mrs. Sigourney, The Sweet Singer of Hartford," by Gordon S. Haight, issued by the Yale University Press.

OUR hat is off to the Argosy Book Store of New York for an exemplary bit of honest cataloging. Lot 421 in their new catalog, Nathaniel Morton's "New England Memorial" (1669?), is frankly described as "a wreck." The first eight pages are missing and so are an indeterminate quantity at the back. Why not say "First eight pages neatly removed, perhaps by Button Gwinnett or George Washington," or, if not that, at least "skilfully wrecked?"

A Source of Supply

Egon A. Schilling

MANY of the bookstores which sell used books overlook a source of supply in the storage warehouses, which often have fine bargains for dealers. This writer owned a storage house, The Wisconsin Storage Co. of Milwaukee, Wis., and he has sold hundreds upon hundreds of books to bookstores.

In every storage house there are what are called "lots" of household goods, the owners of which forfeit their right of possession because of non-payment of storage charges. After a certain time, usually a year, has elapsed, the goods are advertised for sale. It frequently occurs that no buyers appear at the auctions and so the lots are bid in by the storage houses themselves. They are then opened, the goods priced, and placed on display in the sales-room.

As most people have books among their possessions, these are usually part of the stored goods. We have had a complete library for sale, which came from the lot of a wealthy man, who suddenly died. There were fine leather-bound sets of encyclopedias, of Shakespeare, of well-known poets, of histories and biographies. The finest handwork was to be found in his books and the entire lot was sold, at prices practically giving it away, to a Chicago dealer in books who made monthly trips to our warehouse. We have found old books in storage lots, law books and others dating back to the 1600's. None of these relics remained very long in our possession. Someone was sure to see them and buy them. As we were primarily interested in getting our storage charges back, we sold them very cheaply.

Bibliophiles made it a rule to visit our warehouse regularly. They would browse through our stock and invariably would find bargains. Books which were damaged were given to the Salvation Army or other charitable associations. As many auction sales were held each year our stock was fairly complete at all times and a dealer had no trouble to make a large selection at one time.

We remember selling the library of a physician, which contained late medical books of all descriptions. A dealer bought all of them, only to sell them to college students in less than a week at a good profit. We probably sold his firm several hundred dollars worth of books each year.

Book merchants will find a good source of supply in the storage warehouses. It will pay to visit them and look around. Often great bargains can be found. Storage men do not usually know the values of books and so are only too glad to sell them for very little. It will pay dealers to get acquainted with warehousemen. Leave your card and tell them when new lots come in to call you on the telephone. We'll wager that in the storage houses of this country can be found many valuable editions, which are now lying on shelves unknown. It will be to the advantage of book dealers to discover them. Make it your business to go to the warehouses and look around. You will find not only book bargains, but bargains of many other kinds. We have even had valuable paintings in our stock, as well as ruby glass, jewelry, valuable vases and china. It will be an interesting experience and should you not find a great bargain in books on your first trip the time will not have been lost.

Storage warehouses are a good source of supply to the book merchants. You might find exactly the items you are looking for.

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Edited by Merle Johnson

EDWARD EGGLESTON (1837-1902)

Compiled by Merle Johnson

RATHER than give a chronological list of Eggleston's work, it seems proper to separate the school and educational works, which almost exclusively occupied his later period, from his novels of early American life. It is in these novels and stories that his importance most clearly lies.

"Mr. Blake's Walking Stick," *Chicago*, 1870.

"The Book of Queer Stories and Stories Told on a Cellar Door," *Chicago*, 1871.

"The Hoosier Schoolmaster," *New York*, [1871].

Some without advertisements; others with a leaf of publisher's advertisements at back. Those mentioning "The Mystery of Metropolisville" are undoubtedly later. Re-issued with notes and new introduction, 1892.

"The End of the World," *New York*, [1872].

"The Mystery of Metropolisville," *New York*, [1873].

"The Circuit Rider," *New York*, 1874.

Measures $1\frac{1}{8}$ inches across covers.

"The Schoolmaster's Stories for Boys and Girls," *Boston*, 1874.

Mostly reprint material.

"Roxy," *New York*, 1883.

"The Hoosier Schoolboy," *New York*, 1883.

Two separate imprints: Orange, Judd; and Scribner. Both carry three leaves of Scribner advertisements at the back. Re-issued 1890 with a vocabulary as a school reader.

"Queer Stories for Boys and Girls," *New York*, 1884.

Mostly reprint material.

"The Graysons," *New York*, [1888].

"The Faith Doctor," *New York*, 1891.

"Duffels," *New York*, 1893.

Short stories.

"Sister Tabea," *New York*, 1896.

100 copies only. Reprinted from "Duffels."

History, etc., etc.

"The Beginners of the Nation," *New York*, 1876.

"A History of the United States and Its People," *New York*, 1888.

This material was reissued, restated and revised in many editions and forms—principally as follows:

A First Book in American History, *N. Y.*, 1889.

The Household History of the United States and Its People for Young Americans, *N. Y.*, 1889.

The Household History of the United States and Its People, *N. Y.*, 1891.

A History of the United States and Its People for Use of Schools, *N. Y.*, 1899.

The New Century History of the United States, *N. Y.*, [1904].

"Stories of American Life and Adventure," *New York*, [1895].

Issued as a third grade reader. Also an edition for second grade.

"Stories of Great Americans for Little Americans," *New York*, [1895].

"The Transit of Civilization from England to America in the 17th Century," *New York*, 1901.

Written in Collaboration with Others

"Famous American Indians" (Set), *New York*, 1878-80.

With E. E. Seelye.

Contributions

"In Defense of the Dead."

In "The First Book of the Authors Club, Liber Scriptorum, N. Y., 1893.

"Roger Williams, the Prophet of Religious Freedom."

In "Warner's Library of the World's Best Literature."

"The New History."

In "American History Association Report," 1900.

Books Edited by Eggleston

"Delights of History" (Set), *New York*, 1892-1907.

"The Schoolmaster in Literature," by H. M. Skinner, *New York* [1892].

Introduction by Eggleston.

"Christ in Art," *New York*, 1875.

"Christ in Literature," *New York*, 1875.

Rare Book Notes

Frederick M. Hopkins

FIRST editions, autograph letters, historical manuscripts, and standard sets, including selections from a library of the late William P. Clyde, of this city, comprising 319 lots, sold in a single session May 6, realized \$16,167.50. Occasionally there was spirited bidding, but the general trend was toward low prices. A few of the more unusual lots and the prices realized were the following: Captain Thomas Pierce's orderly book written during the Siege of Boston and the Defence of New York, in 1776, \$500; autograph manuscript history of the Indians of New England written in 1677 by Major Daniel Gookin, 106 pp., discovered by Jared Sparks, the historian, about 150 years after it was written, \$800; A. L. S. of Andrew Jackson, 5 pp., 4to, January 15, 1807, explaining his connection with the Burr conspiracy, \$225; A. L. S. of Thomas Jefferson, 2pp., 4to, Monticello, September 7, 1803, to Senator

Wilson C. Nicholas, on the constitutionality of the Louisiana Purchase, \$570; Lincoln and Douglas "Debates," in the campaign of 1858, Columbus, 1860, with presentation inscription signed by Lincoln, \$390; A.L.S. of Washington, 1 p., 8vo, November 24, 1780, to General Henry Knox, fine war letter, \$410; Sir Richard F. Burton's "The Kasidah of Haji Abdu El-Yezdi," 4to, original yellow wrappers, London, 1880, privately printed, first issue of the first edition, \$165; Chaucer's "The Canterbury Tales," small folio, London, circa, 1492, printed by Richard Pynson, third edition, \$1,500; Greenwood's "Death of Life in London, or Tom and Jerry's Funeral," the Truman copy, unopened with the frontispiece by George Cruikshank, London 1823, with annotations by Cruikshank, \$400; a complete set of the publications of the Marine Research Society, 24 vols., Salem, 1922-30, \$260.

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COLLECTORS of Nathaniel Hawthorne may be interested to know that the complete text of the six issues of the novelist's youthful paper, *The Spectator*, was printed in the April number of *The New England Quarterly*. Elizabeth L. Chandler, member of the English department of Smith College, contributes a short introduction. "*The Spectator*, besides being good reading," says Miss Chandler, "is distinctly contributory to a complete understanding of Hawthorne. Was he indeed a morbid, solitary, dangerously introspective youth? His dry, satirical humor shown here would seem to belie it. *The Spectator* both closely imitates and mildly burlesques the type and tone of articles and notices appearing in the Salem newspapers of the time, the *Salem Gazette* and the *Essex Register*. The very moral poetry in its very exact couplets, and even the more uplifting essays, often slightly ridiculing their own profound manner, clearly find their sources in the journalism of the time, and in their young author's reading of eighteenth century literature. Correspondences with Hawthorne's own later works are tenuous; but it may be that the publication of *The Spectator* will throw some new light on the question of the authenticity of Hawthorne's "First Diary," supposedly kept when he was in Raymond, published in 1897, by Samuel T. Pickard, and later retracted as a forgery. Specific parallel allusions are few, but there is a marked similarity in style, humor, and type of observation."

THE library of a Pennsylvania collector comprising American first editions, Americana, autographs, Currier & Ives and other American prints, was sold by the Chicago Book & Art Auctions, Inc., in a single session on April 29. There are many evidences of careful buying in the priced catalog, but this is quite as it should be at this conservative time. A few representative lots and the prices realized were the following: Bryant's "Poems," Cambridge, 1821, fine copy, \$800; Mark Twain's "Huckleberry Finn," New York, 1885, fine copy with all points, \$280; *Harper's Weekly*, Civil War period, 1861 to 1865, inclusive, 5 years bound in ten volumes, \$22.50; the complete issues of The Limited Editions Club, 12 vols., No. 859 through-

out, 1829-30, \$175; Longfellow's "The Courtship of Miles Standish," Boston, 1858, fine copy of the first issue of the first edition, \$51; A.L.S. of John Marshall, Chief Justice, 4 pp., 4to, December 22, 1823, to Henry Clay, on the Constitution and the Supreme Court, \$190; Melville's "Moby-Dick," New York, 1851, first edition, binding slightly worn, \$451; Wallace's "Ben Hur," New York, 1880, first issue of first edition, name on title, binding soiled, front cover stained, \$151; and an A.L.S. of General Washington, 2 pp., small folio, April 8th, 1777, to Alexander Spotswood, on military matters, \$375.

IMPORTANT selections from the library of A. Louis Sizeler, of New Orleans, La., with additions, were sold by the Ritter-Hopson Galleries on May 7, 257 lots bringing \$4,136.95. A few of the rarer lots and the prices realized were the following: "Articles of Confederation and Perpetual Union" between the thirteen states, printed by order of the Congress, Lancaster, 1777, \$155; Merle Johnson's "American First Editions" New York, 1929, \$25; Mark Twain's "Huckleberry Finn," New York, 1885, \$205; Joel Chandler Harris's "Uncle Remus, His Songs and Sayings," New York, 1881, \$55; Holmes's "Autocrat of the Breakfast Table," Boston, 1858 (name on fly leaf), \$45; Theodore Roosevelt's "Notes on Some Birds of Oyster Bay," New York, 1879, \$100; and Booth Tarkington's "The Gentleman from Indiana," New York, 1899, \$52.50. When all factors—authors, rarity and condition—are taken into account, the prices realized were all that could be expected. First editions of American authors made a very good showing.

A CABLE dispatch states that the sale of the second part of the library of Edouard Rahir, just held in Paris, was quite as successful as the first part. The two parts brought over \$720,000, and the third part still to be sold will be held probably next season. The highest price in the recent sale was \$19,200 for a first edition of "Chroniques de St. Denis," Paris, 1493, paid by Maggs Brothers of London. The last recorded price in France was \$400 in 1870. A French collector paid \$16,000 for a first edition of "Hypnerotomachia Poli-

phili," by Francesco Colonna, Venice 1499, considered the finest Italian book of the fifteenth century. Dr. Rosenbach, of this city, paid \$6,000 for a first edition of an Italian translation of "Fasciculus Medicinæ," printed in Venice in 1493. The Metropolitan Museum of Art was the purchaser of a magnificent copy of "Grandes Heures de Verard," with numerous wood cuts, printed in Paris, 1490, which fetched \$1,400.

A PLAQUE will be unveiled in Brooklyn May 31 to a first edition. It will be placed at the corner of Cranberry and Fulton Streets, and will mark the spot where stood Walt Whitman's little print shop, where he set the type for his first volume of verse, "Leaves of Grass," published in 1855. The tablet is donated by the Authors' Club and will be the first public memorial to Whitman in his native Brooklyn. The first issue of the first edition of "Leaves of Grass" has increased in value rapidly in the last decade. Copies in fair condition have passed the \$3,000 mark several times in recent auction sales, and the tendency of auction prices still appears to be upward.

SOMEWHAT of a novelty in catalog making comes from The Tuttle Company, of Rutland, Vermont. It is a collection of books and pamphlets pertaining to the negro race in Africa and America, comprising 1,247 lots, mimeographed on 37 leaves on both sides, or 72 pages besides the title page, 8½ by 14 inches in size. The work throughout is well done, and is the most ambitious and successful effort of its kind that we remember. There is little high-priced material in this catalog, but a great deal of special interest that is unusual and not easy to find.

THE more one studies the sales records of this season the better showing first editions of American authors will appear to have made. It is probable that something like 75 per cent or more American first editions were not up to the standard of condition collectors require today, and, naturally, there will be a considerable range in prices. The wonder is that inferior copies have found a ready market at the prices which they have realized.

JOHN GALSWORTHY has completed his gift of the manuscripts of the Forsyte chronicles to the British Museum by adding to the principal volumes, presented last year, the manuscripts of "On Forsyte 'Change," "A Silent Wooing" and "Passers By." The British Museum now possesses all the Forsyte manuscripts.

Catalogs Received

American and English first editions. (No. 28; Items 308.) Owen Davies, 1352 North Clark St., Chicago, Ill.
Americana and first editions. (No. 40; Items 244.) William Todd, Mount Carmel, Conn.
Americana, Asia, Africa, Oceania, Europa. (No. 11; Items 535.) Societa Anonima Editrice Dante Alighieri, Genova, Via Assarotti, 15, Italy.
Americana. (No. 28; Items 345.) Arthur Rogers, 4 Queen's Square, Newcastle-on-Tyne, England.
Autographs and manuscripts, both ancient and modern. (No. 18; Items 500.) G. Michelmores & Co., 5, Royal Opera Arcade, Pall Mall, London, S.W.1, England.
Canadiana and Americana, including books of travel, publications of historical societies and some rare pamphlets. (No. 5; Items 701.) Dora Hood's Book Room, 720 Spadina Ave., Toronto 4, Canada.
Early travels in the Americas, Africa, Asia, Arctic and Antarctic. (No. 39; Items 227.) William Todd, Mount Carmel, Conn.
Fiction and miscellaneous books. The H. R. Hunting Co., Springfield, Mass.
First editions. (No. 6; Items 118.) R. Malcolm Sills, Ye Bibliophile, Chappaqua, N. Y.
First editions, fine bindings, association items, etc. (No. 378; Items 105.) G. A. Van Nosedall, Maple, Wis.
First editions, illustrated books, limited editions and a few others. (Items 289.) Pegasus Book Shop, Inc., 31 East 60th St., New York City.
First editions of modern authors. (No. 19.) Dunster House Bookshop, Inc., 20 South St., Cambridge, Mass.

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Crane. Last Words. Phila. 1903; Lantern
Book. 1st.

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Dana. Two Years Before Mast. Boston. 1869.

Hough. Covered Wagon. 1st ed.

Howe. Story of a Country Town. 1st ed.

Lewis, S. All 1st eds.

Morley. Haunted Bookshop. 1st issue; Par-
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Henry Samson. A History of Advertising from
the Earliest Times. Chatto & Windus.

ANDREWS' BK. SHOP, TECHNOLOGY CHAMBERS,
BOSTON, MASS.

Marston Genealogy. N. W. Marston. Lubec,
Me. 1888.

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Fuller. A.D. 2000.

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GERMANY

L. M. Fraser. Hist. of Trinidad (first Period).
Vol. 3 and following.

Illinois Crime Survey.

Industrial Arts Index, 1924-25.

Religious Education. Pub. by Religious Educa-
tion Soc. Chicago. Vols. 1 to 25.

L. S. AYRES, BK. DEPT., INDIANAPOLIS, IND.

Language of the Hand. Hamon-Rand.

Coleridge. Rhyme of the Ancient Mariner. Illus.
Willy Pogany.

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Journal of American Oriental Soc. Vol. 48. 1928.
Speculum. Journal of Mediaeval Studies. Vol. I complete, or part 2 only.
Willoughby & Fenwick. Types of Restricted Sovereignty. 1919.
Thoreau. Writings, Manuscr. edit. 1906. Houghton, or Riverside ed.
Ives. Bibliogr. of Oliver W. Holmes. 1907. Boston.
Irving. Journals. Ed. Trent & Hellman. 3 vols. 1919. Bost.; Letters to H. Brevoort. Ed. Wellman. 1915. N. Y.
Stowe. H. B. Works. 16 vols. Riverside ed. Bost. Houghton.
Whittier. Complete Works. Riverside ed. 7 vols. 1885-89.
Poe. Works. Ed. Harrison. Virginia ed. 17 vols. 1902.
Brown, Ch. Br. Novels. Phila. 1887.
Hawthorne. Works. New Wayside ed. Bost. 1902.
Irving. Works. 27 vols. N. Y. 1882. Geoffrey Crayon, ed.
Speck. New Letters of Carlyle. Repr. fr. Yale Review, July, 1926.
George Borrow. Goethe's Faust. Repr. fr. Pub. of Modern Language Ass. 1926.
Speck. Collection. Reproduction no. 1. Goethe in 1786.
Rearden. A Study of Humor in Greek Tragedy. 1914.

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Andersen, F. M. Constitutions and Other Selected Documents Illus. of French Hist. 1789-1907. Wilson.
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St. Augustine. City of God. Trans. and ed. by Dods. Scribner.
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Henderson. George Bernard Shaw. Pub. Appleton. 1921.

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 1825.
 History of Public Land Policies. Hibbard.
 History of Italian Furniture. 2 vols. Odom.
 Pioneers of Science in America. D. A. & Co.
 1896.
 Red Rust. Kirchon & Ouspensky.
 Diary of a Nobody. Grossmith.
 Enormous Room. Cummings. Orig. ed.
 Surgery of Temporal Bone. 2 vols. Ballance.

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Millay. *Fatal Interview*. 1st Regular ed.

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 White, W. A. *Mental Mechanisms*, No. 8.
 Abrahams. *Dreams and Myths*, No. 15.
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 in Methodist Churches.

Farrington's Diary. Vol. 3.

Poems of Emma Lazarus.

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 west Va., 1760-1795*.

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Cabell. *High Place*.

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Turgenev. *Sportsman's Sketches*. Vol. 1.

Baring, M. *Diminutive Dramas*.

Atlas of Classical Geography. Bohn ed.

Norcross, F. W. *History of New York Swamp*.

Hobson, J. A. *Work and Wealth*.

White & Taylor. *Shakerism, Its Meaning and
 Message*.

McLean. *Bibliography of Shaker Literature*.

Baker, Arthur. *Shakers and Shakerism*.

Autobiography of a Shaker.

Evans, F. W. *Shakers, History, Rule, etc.*

Eads, H. L. *Shaker Sermons, containing the
 Substance of Shaker Theology*.

Charlemagne's Towers, a Collection of Colonial
 Laws pub. by Historical Socy. of Penna.

Mawson, Sir Douglas. *Home of the Blizzard*.

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Liddell Hart. *Decisive Wars of History*.

Kennedy. *Swallow Barn; Memoirs of Wm
 Wirt*. Rev. ed. 1850.

Burpee. *Search for Western Sea*.

Frothingham. *Guide to Military Hist. of World
 War*.

Von Borche. *Memoirs of Civil War*.

Prichard. *Where Black Rules White*.

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Forthcoming Issues

✿ ✿ ✿ Next week the *Publishers' Weekly* will carry a page or two of news about the Philadelphia Convention. The May 30th issue will consist of complete reports of the Convention. ✿ ✿ ✿

✿ ✿ ✿ The leading article in the May 23rd issue will be Maxwell Aley's study called "How Large Is Our Book Reading Public?" The issue will also contain two travel articles, "Books for Tourist Third" by Ken McCormick and "The Motor Bridge to Europe" by Margery Quigley, an article for the tourist who is going to motor through Europe. ✿ ✿ ✿

✿ ✿ ✿ The June 6th issue will carry an article on merchandising by a Canadian bookseller, E. Stanley Orris of Winnipeg. The June 6th issue in its Bookmaking Department will have an article on Carl P. Rollins

by Malcolm W. Davis of Yale University Press. ✿ ✿ ✿

✿ ✿ ✿ The leading article in the June 13th issue will be on "Selling Books in Summer" by May Lamberton Becker. ✿ ✿ ✿

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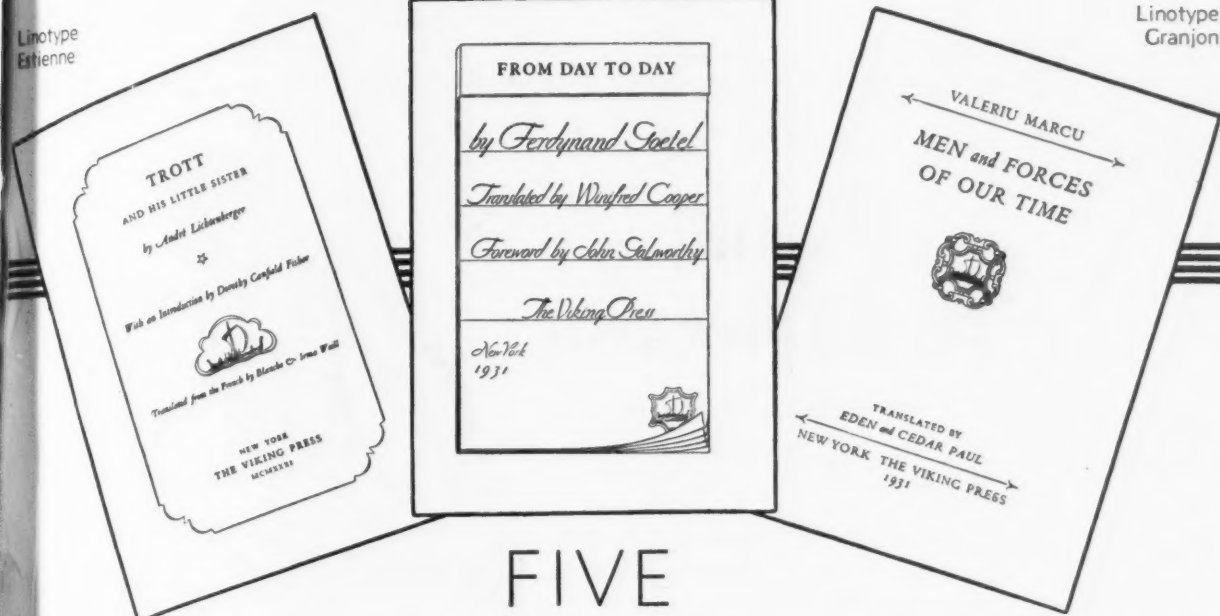
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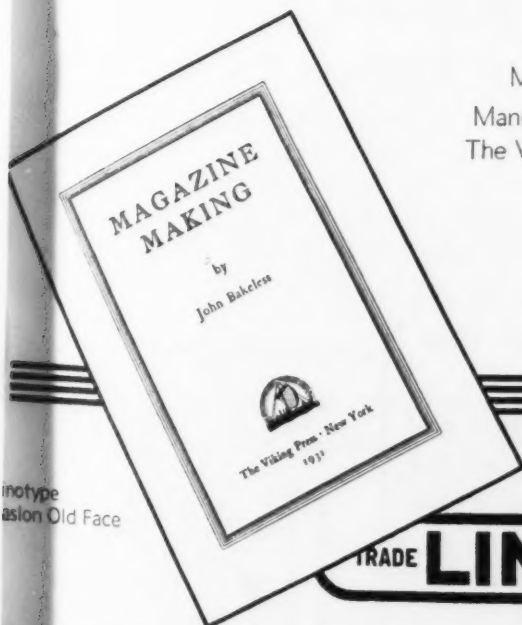
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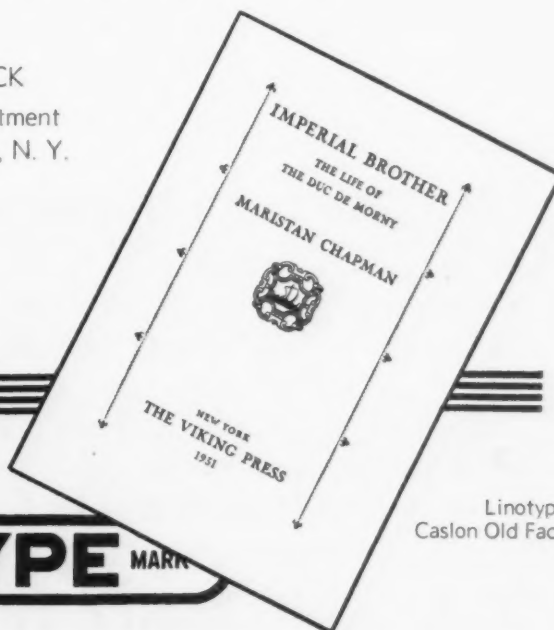
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